

NEW HAMPSHIRE PRINTERS' JACK.

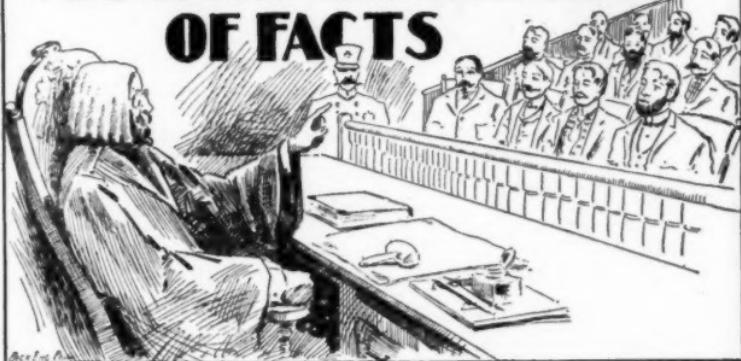
A JOURNAL FOR ADVERTISERS

GEO. P. ROWELL & CO., Publishers, 155 STATE ST., NEW YORK.

JAN 18 1899
STATE LIBRARY

VOL. XXVI. NEW YORK, JANUARY 18, 1899. No. 3.

A PLAIN STATEMENT OF FACTS



"There are many well established and profitable businesses existing to-day that would have been rank failures had not their proprietors known the value of persistent advertising, and persevered accordingly."

The ^{ee} Philadelphia Record

Publishes MORE LOCAL DISPLAY ADVERTISING than any other Philadelphia newspaper, and this is THE BEST EVIDENCE OF ITS VALUE to all advertisers.

CIRCULATION IN 1898:

Every Day, 194,761 Copies,

Rate, 25 Cents per line.

Every Sunday, 150,642 Copies,

Rate, 20 Cents per line.

The Record Publishing Co.,

PHILADELPHIA.

BOOKS
OPEN
TO ALL

Rooney's Wisdom.



"No, be gorra," said Mr. Rooney, "Oi dohnt pause an' reflect an th' onsartainties uv loife, it takes oop all me toime kapin' thrack av th' sure things."

Rooney's philosophy may well be applied to the problem of profitable advertising.

Give all your energies to the "sure things," let the other fellow do the experimenting.

Advertising in well patronized street cars has proven the "open sesame" to good results. The most successful business firms of America are the largest consumers of advertising space in the street cars.

They know it's a "sure thing."

We offer you the best street car advertising service in America, and there's no "ifs," "ands," "buts," doubts, or exceptions to the fact.

We're ready with the evidence, are you ready to hear it?

The Mulford & Petry Company

PRINCIPAL OFFICE
99 WOODWARD AVENUE,
DETROIT, MICH.



EASTERN OFFICE
220 BROADWAY, NEW YORK,
St. PAUL BUILDING.

*Detroit, Cleveland, Louisville, Memphis,
Gd. Rapids, Toledo, Nashville, Atlanta,
Indianapolis, Dayton, Toronto, Can. Richmond.*

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 29, 1893.

VOL. XXVI. NEW YORK, JANUARY 18, 1899.

NO. 3.

DO LAWYERS ADVERTISE?

By William C. Sprague.

Do lawyers advertise? The general opinion is that they do not; lawyers themselves are largely of the same opinion, and stoutly maintain that advertising is not professional and is contrary to one of the fundamental rules of legal ethics.

It will be my object to show that lawyers do advertise, and that there is good reason for their doing so.

There are about 80,000 law firms in the United States and of these about one-eighth, or 10,000, indulge in some form of printers' ink publicity, and I do not mean by printers' ink publicity the free "write-ups," sketches, personal mentions, etc., etc., which even the most professional of professionals welcome as tending to increase their prestige with the public, but such publicity as the business man buys and pays for in business mediums at so much a line or inch.

These 10,000 law firms spend over seven hundred and fifty thousand dollars a year in straight out and out advertising.

This advertising is not seen in the general magazines nor in the daily papers, nor can it be found in the religious or the trade press. No law firm has yet shown the requisite amount of faith in printers' ink or confidence in general advertising to buy space in what are known as the general mediums; though for some months PRINTERS' INK ran the card of an Omaha law firm which in its day was prominent in commercial law circles, but which failed by the defalcation of one of its partners.

This vast amount of money is paid out by lawyers every year to class publications—monthlies, quarterlies, semi-annuals and annuals, which circulate among business men freely and are found, to the number of one to a dozen, on the desks of the credit man and collection manager of nearly every

wholesale and manufacturing establishment the country over.

These publications all seek the lawyer as an advertiser and the merchant as a subscriber; they all, or nearly all, contain some reading matter, though many of them contain just enough to allow of the publication's entry into the post-office as second-class matter, while some of them endeavor to give all the news in the field of business law and are so edited as to interest both business man and lawyer. In some cases these publications are mere directories containing the name of one, and, in large cities, of several lawyers or law firms prepared to handle business for non-resident clients. The lawyer advertises in these mediums in order to get business from the merchant who subscribes; the merchant subscribes to get information as to what lawyers to employ.

Many law firms pay a certain amount for the listing of their names in these publications and remain satisfied with that and nothing more, while others contract for the listing of their names and for space for a display card in which to publish individual names of partners, street address, dates of admission to the bar, references and a statement as to specialties and a claim of having special facilities for doing certain kinds of legal work. These publications are in part mere directories which are more or less complete according to the success of the publisher in obtaining a good subscription list and hence business for the attorneys whose advertisements he seeks. The largest of the lists carried by these publications contain from 8,000 to 10,000 names, while some of the smallest show less than 100. The amount of display advertising that appears in some of them is surprisingly large, proving that the lawyer is a born advertiser though slow to admit it. "Hubbell's Legal Directory," published in New York, one of the oldest and issued annually, contains over

350 pages of display advertising—all by lawyers. "Sharp & Alleman's Semi-Annual," published in Philadelphia by a law firm of that name, and the "Clearing House Quarterly," published by a law firm in Minneapolis, make a like surprising showing. "The Collector and Commercial Lawyer," the greatest of the monthlies, published at Detroit, shows display advertising each month of two hundred and seventy-two law firms (who pay an average of \$36 an inch) and a list of lawyers numbering nearly 9,000.

From an intimate knowledge of prices paid for space and a thorough knowledge of the field covered by such publications I have made the following computation:

The lawyers of the United States spend \$250,000 every year for advertising in nine publications known as "Hubbell's Legal Directory" (New York City), "Sharp & Alleman's Legal Directory" (Philadelphia), "Wilber's Directory" (Chicago), "Snow, Church Surety Company's Directory" (New York City), "Martindale's Directory" (New York City), "The Kemble & Mills List of Counsel" (Philadelphia), "The Clearing House Quarterly" (Minneapolis), "The Mercantile Adjuster" (St. Louis), and "The Collector and Commercial Lawyer" (Detroit), the last two being monthlies.

They spend \$150,000 annually in ten publications known as "The American Law List" (Philadelphia), "The Commercial Lawyer" (St. Louis), Rand, McNally & Co.'s Directory" (Chicago), "McKillip, Walker & Co.'s Directory" (New York City), the "J. B. Sanborn Company Directory" (Chicago), "The Claim Forwarders' Guide" (New York City), "Tappan, McKillop & Co.'s Directory" (Chicago), "The North American Mercantile Agency Directory" (New York City), "The United States Fidelity and Guaranty Co. List" (Baltimore), and the "United Commercial Lawyer" (Chicago).

They spend \$150,000 annually in seventeen publications known as "The American Lawyer" (New York), "The Attorneys' and Agencies' Directory" (New York), "The Bartlett Agency Directory" (Chicago), "The Equitable Mercantile Agency Directory" (New York City), "The Graft Directory" (Cincinnati), "The Lawyer and Credit Man" (St. Louis), "Lloyd's Law List" (Chicago), "Walter's Legal Directory"

(Omaha), "The Norman Law List" (Cincinnati), Early's Directory" (Chicago), "The National Legal Directory" (New Orleans), "Garvin's Guide" (Wheeling, W. Va.), "Palmore's List" (Richmond, Va.), "The Davies Bar and Collection Association List" (Cincinnati), "The United Lawyers', Merchants' and Manufacturers' Quarterly" (Philadelphia), "The National Law List" (West Publishing Co., St. Paul), "The Commercial Travelers' Adjuster" (St. Louis).

They spend \$150,000 annually in a class of publications to which belong the "New Jersey Law Journal" (Plainfield, N. J.), "The West Virginia Bar" (Wheeling, W. Va.), "The Bankers' Magazine" (New York City), "The Rand, McNally Bankers' Monthly" (Chicago), "The Manufacturers' Law Journal" (Jackson, Mich.), "The Banking Law Journal" (New York City), "Bonds and Mortgages" (Chicago), "Investments" (New York City), "Traffic" (Chicago), "Chicago Legal News" (Chicago), "Albany Law Journal" (Albany, N. Y.), "National Legal Bureau Directory" (Chicago), "The Southern Law and Collection Association List" (Atlanta, Ga.), "The Associated Lawyers' Directory" (New York), "Wernse's Legal Directory" (St. Louis), "Queen City Commercial Agency Directory" (Cincinnati), "The Commercial Adjuster List" (Cleveland), "Bullock's Legal Bureau List" (New York), "American Corporation Legal Manual" (Plainfield, N. J.), "Kimes' International Directory" (London, England), "Canadian Law List" (Toronto, Can.), "Bond's Agency List" (Chicago), "Inter-State Law Co.'s List" (New York), "National Shoe and Leather Exchange Bulletin" (Boston), "Commercial Register" (New York), "Merchants' Legal Association List" (New York), "American Attorneys' Contract Co. List" (Louisville, Ky.), "The Credit Co. List" (Chicago), and fifty more.

Nearly every country weekly contains from one to a dozen legal cards, and in the absence of exact knowledge it may be said that at least \$50,000 is spent annually in country weeklies.

Surprising as these figures seem, I believe they are within the truth.

The conservative East presents as imposing an array of lawyers who advertise as does the "wild and woolly West." In the publications now in

my office I find advertisements of 235 New York law firms, 132 Philadelphia firms, 68 St. Louis firms and 240 Chicago firms. Boston shows 78, San Francisco 32, Denver 33, New Haven 23, Atlanta 34, Baltimore 53, Kansas City 49, Cincinnati 52, and so on. In 86 cities I find a total of 2,300 law firms which advertise.

The firms thus recognizing the value of printers' ink and turning their back on the old way are not the off-scouring of the profession, as some would have us believe. In Chicago there are such firms as Ashcraft, Gordon & Cox; Rosenthal, Kurz & Hirsch; Flower, Smith & Musgrave; Moses, Rosenthal & Kennedy; Moran, Krauss & Meyes; McLellan & Cummins; Remy & Mann; Smith, Helmer, Moulton & Price; Cratty, Jarvis & Cleveland; Thornton & Chancellor; Tenney, McConnel, Coffeen & Harding; Bulkley, Gray & More; Ferguson & Goodnow.

New York is represented in at least one directory by such well-known firms as Coudert Bros.; Dill, Seymour & Kellogg; Carter, Hughes & Dwight; Evarts, Choate & Beaman; Hoadley, Lauterbach & Johnson; Lexow, Mackillar & Wells; Ritch, Woodford, Bovee & Wallace; Hastings & Gleason; Stetson, Tracy, Jennings & Russell; Seward, Guthrie & Steele; than which firms there are no greater in America.

I am not prepared to approve of or condemn this expenditure, save to say that of all advertisers under the sun the lawyer is the most reckless. He spends his money as the gambler throws his dice. He neither studies his mediums nor studies his advertisements. The worst mediums seem to flourish by reason of his prodigality. His advertisements are cast in one almost unvarying mold. If here and there a lawyer betrays business sense and acumen and builds his advertisement to get business, his fraters who have leaped part way over the fence of professional ethics accuse him of quackery, while the real difference lies solely in the fact that the one is afraid and the other is not; both want business and advertise to get it, though one of them has the moral courage to say it frankly and straight from the shoulder, and the other says it in what he calls a "professional" way.

But what lawyers are doing this advertising? As a rule they are the energetic, pushing, young men. As a

rule they are among the brightest and best men of the younger bar. They must be respectable, reliable and responsible or the better class of mediums will not admit them, and it is this class of mediums that show the heaviest patronage. What has brought about such a remarkable change of attitude? I answer, necessity—the inevitable result of latter-day business conditions. Commerce is now co-extensive with civilization. A merchant in Buffalo wires New York for goods; before night falls they are speeding on their way; and by sun up they are being dumped into the store and unpacked for the day's trade. While the telegraph, the railroad, the telephone have revolutionized mercantile business, let no one think the professions have been asleep. The New York merchant needs quickly a Buffalo lawyer. Formerly his method of getting one was as cumbrous as his method of filling an order and delivering it. With no information at hand he depended on the chance of finding some one who knew a Buffalo lawyer, or some one who knew some one who knew a Buffalo lawyer.

How is it now? The lawyers of the country are spending their three-quarters of a million dollars to put into the hands of every merchant, banker, mercantile agency and brother lawyer the means by which they may employ in any city or town, the country over, at once, a competent and reliable correspondent, so that with this information on their desks, stated and in some cases guaranteed to be correct and reliable, they can act on a moment's notice in case of need.

The lawyer has simply caught the infection of this age of hurry. He has been inoculated with a little of fin de siecle enterprise. He is only trying to keep abreast of the times.

What was the need of advertising at the time when the old rule of legal ethics was formulated? Such tremendous movements of commerce as we now hear of were undreamed of; a lawyer's clients were his neighbors only. Now the whole world is brought to his door as a possible client; but it were just as possible for him to realize on that clientage without acquainting the world of his existence as for him to enjoy the blessings of sunshine were he in the bowels of the earth. Business conditions have made a new specialist in the law—the commercial

lawyer; business conditions have of necessity made of the commercial lawyer an advertiser; he has come into the field of advertising unprepared for it and he seriously needs some instruction as to how, when and where. I could wish the ambitious commercial lawyer no more helpful influence in his business than weekly visits from PRINTERS' INK.

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TROUBLE ALL AROUND.

A correspondent of PRINTERS' INK writes: Procter & Collier is the name of a firm of advertising agents doing business in Chicago, Cincinnati and Cleveland. They do a good business between Western advertisers and Eastern publishers. The manager of their Chicago office, a Mr. Mahin, formerly connected with the J. Walter Thompson Co., left the firm of Procter & Collier last month and took offices in the New York Life Building on Dearborn street, Chicago. It seems that he had influence enough to take with him the bulk of the advertisers who had been doing business with him as the Chicago representative of Procter & Collier.

Most of these advertisers and the new Mahin Advertising Co. circularized publishers by mail, notifying them of the changed condition of affairs. The advertisers declared that Procter & Collier were no longer authorized to place their business, the new agency that they were authorized by the advertisers to do so. Procter & Collier immediately wrote their old advertising clients that they would hold them good for their contracts and continue to place the business until the expiration of said contracts, and they also renewed the business to publishers, guaranteeing to pay the bills.

The new agency also sent out the same business to the same papers. Both agencies are responsible financially, and both think they are in the right. The advertisers assert that they have transferred their business to the new agency, but most of the publishers concerned will rather look to the agencies for their money than to the advertisers, who never did pay their bills hitherto, and were not supposed to do so.

From which agency shall the publishers accept the business, and which will the advertisers pay? Procter & Collier assert that they will compel their clients to fulfil their contracts. If the Mahin Advertising Co. does the same, where will the poor advertisers land?

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CHEAPNESS.

It is a great mistake to imagine that cheapness is one of the greatest recommendations goods can have. Other characteristics should also be taken into consideration when making purchases; for while there is a large contingent of customers who take price into consideration before anything else, they are not the most desirable class among the patrons of the store. Their patronage of course is not to be slighted, but it is not the kind which is most advantageous for the merchant to secure. A large number of the better class of customers grow suspicious when excessive cheapness is dwelt upon at undue length. Their better judgment tells them that the sweeping reductions or bargain prices, as the case may be, serve to exploit goods which are cheap in quality as well as price. People who are in fair circumstances are appealed to as strongly by the durability or usefulness of the goods as much and sometimes more so than by excessive cheapness in price. Nevertheless it is unprofitable to err in either extreme.—*Exchange.*

THE CHITTY DECISION.

When an advertiser, by the exertion of his intellect and the expenditure of money, has succeeded in causing a person to walk into a drug store and ask for the article advertised, he has bought and paid for that prospective patronage, and, intangible as it may be, it is his property. When the druggist substitutes something else for the article asked for, that druggist is robbing the advertiser of the equivalent of money, of his "business good-will," which has a recognized monetary value. He is as much a thief as if he picked the advertiser's pocket. Our courts in this country have not been called upon to adjudicate this question, but in England there have been a number of decisions. The first cases tried were those in which there was an intentional similarity of name or package, or both, between the substituted article and the one asked for. These were, therefore, really more in the nature of infringement and simulation cases. But the law has gone farther still. By the decision of Mr. Justice (now Lord Justice) Chitty, in an action brought by the Carter Medicine Co., through Mr. John Morgan Richards, their representative in London, it has been decided that substitution is illegal, even where neither name nor appearance has been copied, if a substitute is sold without any explanation being tendered to the buyer. In the case alluded to, the defendant, a druggist in Newcastle, England, was asked for Carter's Little Liver Pills. He gave a substitute without comment; it was wrapped up and carried away by the purchaser, who recognized the fraud the moment he got home and opened the paper. In the defense, it was pleaded that the goods sold bore no words to indicate that they were Carter's Little Liver Pills, and the purchaser had admitted that the moment he untied his purchase he saw that it was not what he had asked for. Judge Chitty, a high authority, said in his judgment: "This plea is invalid. The purchaser asked for the plaintiff's pills, and the fact that there was no imitation on the package does not save the defendant," or words to that effect. Consequently what we now have to fight is not straight substitution, but what may be called substitution by word of mouth. Lord Chitty's decision, never questioned, has made talk necessary to safe substitution. A man who puts up substitutes thus subjects himself to great danger, especially from the carelessness of store clerks, who, in moments of hurry, may involve their employer in illegality. Dr. Williams' Pink Pills for Pale People have been about as much substituted in the past as anything ever put on the market, and probably more so. But they are living it down. Their solicitor tells me that about thirty different actions have been won, or settled out of court, against substitutions of this article. As our common law decisions in America are, to a great extent, based on English precedents, it is to be hoped that we will ultimately benefit by the example set by Justice Chitty.—*A Week in St. Louis.*

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A CORRESPONDENT'S CRITICISM.

A correspondent of PRINTERS' INK writes: "I inclose you a small advertisement I clipped from the Jan. 5th issue of the *Independent*. This announcement is supposed to appeal to the general public, yet it gives no particulars

NERVO-LEPTINE.

Asure care for epilepsy. Will relieve and cure cases of long standing. No bromides, morphine, opium, or sedatives of any kind. Perfectly harmless in every respect, yet sure, safe and positive. Talbot, Franklin & Co., Hartford, wholesale agents for U. S. A.

as to the price of the remedy, where it can be purchased, or whether circulars or pamphlets concerning it are obtainable. What Nervo-Leptine needs is a good advertising manager."

Extracts from two letters to *THE SATURDAY EVENING POST*

It will no doubt please you if we tell you that from a single insertion of our one-inch advertisement in your publication we have received better results than from any other publication that we have used, and we have used all the best ones.

A single insertion of our one-inch advertisement in your publication has, so far, brought us one hundred and sixty-five orders, and they are still coming at the rate of ten to twenty a day.

Yours truly, E. H. BEACH, Detroit.

From Our New York Office:

One of our JOURNAL advertisers, who used the December JOURNAL and two numbers of the Post, with the same copy, came to-day and gave us a duplicate order for the March and April JOURNALS, and gave us a "t. f." order for the Post. He said that the Post paid better in proportion than the JOURNAL.

**200,000 weekly ought to pay
advertisers—\$1.00 per line**

The Curtis Publishing Company, Philadelphia

PECULIAR ADVERTISEMENTS

Some little time ago it was announced that at Ardenlee, in Scotland, there existed a wonderful advertisement made of flower beds, says a writer in *Tit Bits*, each bed taking the shape of a letter forty feet long, and the whole comprising 120 odd feet of blossoms, and the name of a Glasgow newspaper, which name could be read from a distance of four and a half miles. In France, however, the idea has been adopted and improved to a certain extent, for, instead of decorating hillsides, they are about to decorate railway embankments with floral advertisements, in which case the flower beds can not fail to please the eye, even though they extol at the same time the virtues of a pick-me-up.

The experiment is to be tried on the grassy slopes of the French Great Western, particularly on those positions where the advertisement will be seen from the highway, and it is said that as soon as the project was announced 10,000 square meters of embankment were speedily snapped up by enterprising advertisers, who recognized that this space, allowing the letters to be twenty feet high, would permit of a floral poster over one mile long.

Scotland apparently is in the forefront so far as advertising novelties are concerned, for, if rumor does not lie, a soap firm, on hearing that the congregation of a church found it difficult to provide their minister with a suitable salary, promised to pay £120 a year for five years on condition that its advertisement should be hung up in front of the gallery in the church.

An advertising dodge of extraordinary ingenuity hails from Quebec, where an enterprising shoe dealer gave away a pair of overshoes with each pair of footwear he sold; as each sole of the overshoe bore in reversed letters a notification that So-and-so's wares are the best in the market, and as an impression of this legend was left in the snow at every step taken, it must be admitted that the dealer conceived an excellent plan to make his customers take steps to advertise him.

About a year ago ten well-dressed gentlemen were seen promenading about the Boulevard des Italiens, Paris. At intervals they would walk up to any lady or ladies who were shopping in that thoroughfare, and coming to attention simultaneously

doffed their hats and stood for a brief space with bowed heads before the at first startled promenaders, who afterward smiled and continued on their way, when the polite gentlemen without a word resumed their hats and their journey. Their progress caused vast excitement, especially when it was seen that their clean-shaven scalps were inscribed with the words, written in large blue letters, "Cafe Such-and-such Concert at such an hour. To-night."

This novel mode of advertising, it would be thought, would give the authorities no cause for annoyance, but, alas! an official pounced upon them, and having announced that all placards, bills, posters, and sandwich men's boards have to pay a certain duty and bear a stamp, demanded to know whether their skulls were duly licensed.

Unfortunately, not a single skull bore the regulation stamp, and as by French law the authorities can confiscate all unlicensed posters, the position of the ten unfortunate men who were in imminent peril of being scalped became alarming—at least the public thought so; the ten, however, never lost their heads—or even their scalps—for each man was aware that even if the law were enforced in all its rigor, he, or rather his employer, would be only a well-fitting wig the worse.

BEARS IN DEMAND.

Recent issues of several North Carolina papers contain the unique want ad here reproduced:

Bears Wanted.

The State Museum wants two large Bears—the larger the better—in good order for stuffing, prepared as follows: As soon as possible after killing remove all entrails and rub plenty of salt on inside of body and put a lot in the mouth. Fill up the body with hay, straw, shucks or any other material that is quite dry and ship at once by express, charges collect, to THE STATE MUSEUM, RALEIGH, N. C. We want nothing under 200 lbs weight. Will pay ten cents per lb, gross weight, for two Bears of over two hundred pounds each that reach here in good condition. Money sent immediately on receipt of animal.

H. H. BRIMLEY, Curator,

State Museum.

Telegraphic

Advertising

If you have won a law suit over one of your competitors for infringement of patents—making all persons using the article he manufactures liable to suit for damages—

If your annual statement makes a particularly good showing—an evidence of the prosperity of your business—

If your goods were selected in preference to all others by some large concern—

If your goods win a notice of Superior Merit at some exposition or fair—

If your medicine has cured some man of National prominence—

If your State legislation passes a law giving you advantages over manufacturers of similar goods in other States—

If you have anything to say about your business that you want the public all over the United States to know about TO-MORROW—

We will insert your notice in a thousand leading dailies or less throughout the United States and have it appear simultaneously in all of them the next day as a telegraphic news item, without any of the ear-marks of advertising.

For further information about
telegraphic advertising address

**The Geo. P. Rowell Advertising Agency,
10 SPRUCE STREET,
NEW YORK.**

STORE MANAGEMENT.

How to get the full value of advertising by rightly conducting the business, and how to make merchandising more profitable by a judicious system of advertising.

By Chas. F. Jones.

Subscribers are invited to ask questions, submit plans for criticism, or to give their views upon any subject discussed in this department. Address Chas. F. Jones, care PRINTERS' INK.

CLEVELAND, O.

Mr. Charles F. Jones, New York:

DEAR SIR—We are about to get out a circular for the season 1890, and would like for you to offer suggestions and ideas, both in make-up and composition that would bring about satisfactory results. We herewith inclose one of our last year's circulars and give full details below that you may know the nature of our business.

We make up a line of sample books of wall-paper, consisting of from three to six books to a set, containing about 200 patterns of carefully selected designs and colorings from the leading manufacturers. We place one set of sample books in the hands of some good reliable paper dealer in a town, giving him the exclusive agency. Our selection of sample books gives the dealer as good a selection as the metropolitan dealer, being comprised of a selection from the cheapest to the finest grades. The dealer shows this line of samples in his place of business.

The most difficult thing we find is to place our samples in the hands of good men or men who will push the sale of the goods. The amount of business done depends entirely on getting our books in such men's hands. Last season we got out for the season 1898 in the neighborhood of 3,000 circular letters to place 200 sets of samples; after having placed that number we only did business with 100 agents. We feel that we should have placed our samples with less circulars and should have done business with a greater percentage of the agents had we gotten them in the right parties' hands.

This year we propose to put out 600 sets. We wish to add here that there are several doing business of the same nature from various points, which makes competition very strong. Will add further that our line of samples for 1899 is far superior to this season's line, there being no comparison whatever, having used so much more care in their selection. There will be but few put out that will equal it and none that will excel.

The manufacturers of wall paper have formed a combination, and have advanced goods from 50 to 100 per cent for the coming season, which we think will necessarily need to be explained, and we believe a good many have been informed of the advance in prices by other houses, who will be compelled to advance prices the same as ourselves. This, of course, will have to be handled carefully should it be referred to in the circular, as it might be detrimental in placing the books and getting them in good men's hands. It is a question with us whether to deal with this matter in the circular or after the books have been placed. We think it should be done after the books have been placed, but give you the facts and await your suggestions on it.

We propose to furnish the paper dealer with from 250 to 500 circulars, according to the size of the town, for distribution among his customers and the trade generally, calling the trade's attention to our line and our agent, which we think would help the sale of our goods, and should be spoken of in our circular letter. These will be sent out with books.

You will also notice by our last year's circu-

lar that we job paints in the same manner, making wholesale prices and sending catalogue upon request. Here again the question arises—should this be sent as a separate inclosure? We think it should. From time to time we will have more matter to send, as we want to keep at them with a reminder.

Yours very respectfully,

H. B. Co.

I am not going to take the time to criticise in detail your last season's circular, but I do not think the matter is well written up. It is too suggestive of red fire and campaign music. You have expressed a number of good ideas, but they lose their force in the expression.

Circulars are always circulars, no matter how you dress them up, and as a whole I have not much faith in them alone. They do not catch and hold the attention the way some other things do. People generally, business men especially, have an idea that circulars are only fit for the waste basket. Imitation typewritten letters are a more effective way of gaining a person's attention. If rightly written they create enough interest to make the receiver consider whatever samples, booklets or circulars you may inclose.

What I would suggest for you is this: Select a half dozen samples of paper ranging in price from the lowest to the highest and have them cut to fit your envelopes. On the back of them have printed, "This paper costs you 2½c. per roll and sells at retail for 5c. per roll," etc. Be sure to pick out designs and colorings which will make a good showing and give good value for the money. Something that will not fail to appeal to any one at all interested in selling paper. There is no special need of binding them, just put them in loose so the man can spread them out as much as he pleases. A strong personal letter should be inclosed with samples giving a good argument why the person should sell your goods. I should not try to mix paint and paper together in the same circular. Each subject should have a letter by itself. To accompany the letter on paint you might have color cards neatly gotten up to fit the envelope.

I would not mention the advance in prices until after you get your hands on your men, for otherwise you might scare them off. Your idea of furnishing other circulars to your representatives is all right. It will encourage them and perhaps help along the sales.

I am aware of the competition you must face and the only way to down it is by the best possible advertising. I do not think you had bad results last year from sending out 3,000 circulars. One hundred active agents secured is not such a bad percentage.

I think retailers quite frequently make the mistake of claiming too much for their goods. I am in receipt of some advertisements for criticism from a merchant in Buffalo. These advertisements are well written, but a good many statements in them sound like exaggerations. For instance, the merchant advertises to sell "the very finest black silk hosiery made, price only \$1 a pair." Now, I do not believe that people are apt to believe this statement, and if they disbelieve this statement, of course they are going to disbelieve a great many other things in the advertisement. In the first place, if the merchant had secured a quantity of the very finest black silk hosiery made, so that he could sell it at the price of \$1 a pair, he ought to state how he came to make this purchase, so that people would understand how on this particular occasion he could sell these goods for this sum of money. What the merchant probably meant was that he was selling all silk hosiery that was just as fast color and just as good for general wear as any hosiery, or he may have meant that he was selling the finest black silk hosiery that he had in his store for \$1. Either of these statements would have been sufficiently strong and would have the appearance of truthfulness, whereas any one who knows anything about black silk hosiery must know, of course, that, except through some extraordinary sacrifice, it would not be possible to sell the finest that is made for \$1. There are other expressions of the same kind throughout the advertisement. One says: "No matter where you buy it or what you pay for it, there is no finer sewing machine than the one we sell at \$12.50." This statement, I think, is a little too broad, and I think it would have sounded a great deal more truthful and sell

just as many goods if the merchant had said: "While there may be sewing machines more finely finished and with more elaborate details, there can be none that will give better general satisfaction for the ordinary uses to which a sewing machine is put." Claiming too much, even though you may be sincere in your belief, is still a bad policy if the statements that you make are such that they appear to your customers to be exaggerations.

Some time ago I received the first of the following two letters, and a little later the second:

SAGINAW, Mich.

Mr. Charles F. Jones, New York, N. Y.:

DEAR SIR—A brewer of this city who makes a specialty of bottled beer for family use has expended almost \$3,000 within a few years in various forms of advertising and has received practically no results, he says.

The product of his brewery is of the highest grade. He asks slightly higher prices than competitors, but the difference in quality is supposed to be more than enough to make up for the difference in price. He has used all the newspapers; he has had long articles published describing the process used at his brewery, and has also used space advertising judiciously. He has issued a series of attractive folders containing first-rate advertisements of his beers. He has put out fans with his announcement upon them. He offers to deliver bottled beer in unlettered wagons if customers wish it. He offers free samples. He states that the only method he can rely upon for securing new patrons is the personal solicitation done by the drivers of his wagons, who call upon families and induce them to buy. Strange as it may seem he is still a believer in advertising, but thinks he has not employed the right methods. He has always objected to publishing the prices of his beers because they were higher than other brands not so good.

If you can offer any suggestions that will point this man to successful advertising, you will oblige him. Do not mention my name.

Yours very truly,

SAGINAW, Mich.

Mr. Charles F. Jones, New York, N. Y.:

DEAR SIR—In reference to the advertising of the brewing company, I inclose copies of the folders which they mailed to residents of the city.

Upon looking up their newspaper advertising, I find it is not so good as I supposed from the account given me by the manager of the brewery. In 1866 the advertising took the form of locals, about five or six lines running daily during the hot weather. The locals were as good as they well could be in the limited size.

Samples are inclosed.

In the light of these facts it is not difficult to see why the advertising, at least a part of it, has not been profitable.

In my first letter I gave you the facts as given to me by the brewer.

I have tried to get the brewer to take four or five inches of space in the newspaper and run a series of good ads, changing daily and always stating the prices of his beers. He thinks it would be a bad policy to advertise the prices, as they are higher than others. To me the

PRINTERS' INK.

higher price seems a good argument in favor of high quality.

I shall be glad to receive advice through your department in PRINTERS' INK.

I do not believe that one-half of the people who read this department, and certainly half of those who write to it for criticism or to ask questions, realize how hard it is to give advice that is worth anything without knowing all the circumstances. With the first letter no real information was given or samples of advertising matter sent. How can any man tell what is the matter with advertising without first having seen the advertising and knowing what it is? In the second letter my correspondent answers nearly all his questions himself. He admits that the advertising is not good and says it is now easy to see why it was not profitable.

As a rule, if business men who think advertising does not pay will study their advertising methods and matter they will find that a large part of the trouble is with them.

Now the fault with the advertising in this particular case might be due to a great many things. In the first place the beer might not possibly be a bit better or even not as good as that furnished by somebody else at a less price, and in that case the advertising would have a very uphill job. The mere fact that the brewer says his beers are better than other people's does not make them so.

Then again this brewer seems to have only spent \$3,000 in probably a good many years. The letters speak of the amount having been expended in a few years and also refer generally to the years of 1896, 1897 and 1898. The probability is that this \$3,000 is the brewer's expenditure for perhaps as much as six or eight years. Perhaps he has been spending about \$400 a year and expecting wonderful results. He should not have expected very great results, as I notice he has been putting his money into all sorts of schemes such as fans, etc.; \$400 a year will not buy very many of these and still leave enough for the necessary newspaper advertising. The folders which this brewer got out are to my mind not very well calculated to sell beer. Here is the matter on the inside of one of them:

We beg to announce that our bottling department is one of the largest and best equipped in the country, having a daily capacity of six hundred dozen bottles. It is manned by a force of good natured fellows who would be glad for a

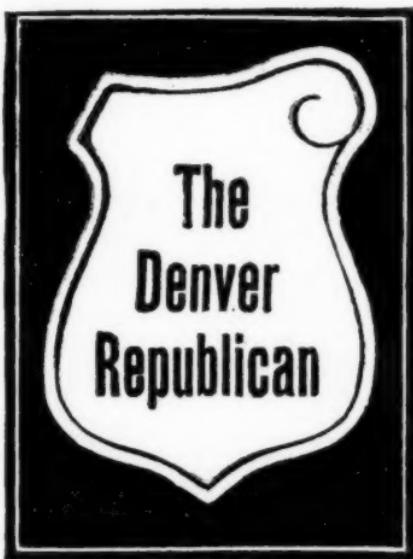
chance for activity in your behalf. If favored with your orders, which can not reach us too soon, we promise prompt and careful attention.

Nothing is said about the quality of the beer or its desirability. In fact, on the inside of this particular folder the word beer is not mentioned at all, and except for the fact that you would naturally suppose that beer was meant on account of it being a brewery announcement, one could just as quickly imagine the folder was about condensed milk or soothing syrup as he would about beer. Here is another one of the folders:

The Cuban Question being uppermost in the minds of the people, we deem it essential to inform our friends and patrons that we do not intend entering upon the battlefield, but will continue the manufacture and bottling of our very fine beers for family use. A postal card or telephone call guarantees prompt delivery.

Now, there are a good many of us who, for various reasons, Providence has not permitted to go to the front. Because we do not go to the front is no reason why we are not just as patriotic and just as brave as the man who does, but it is my opinion that the man who does not go need not tell people about it or advertise the fact. In war times we have either got to shout with the crowd for patriotism, etc., or we had better keep our mouths shut on the subject in our advertisements.

I think the chief difficulty with our brewer friend is that he is like so many other people in thinking that advertising must do the whole thing without any effort on his part in order to make a success. The fact that he advertises, no matter how liberally, does not justify him in thinking that the solicitations of the drivers of his wagons, or any other of his employees seeking business, should cease. The chief good that advertising will do him is not to make people fall over each other to bring in orders, but simply to make it easier for his solicitors to get orders. His advertising may bring him very few direct orders, but it can be so done that his solicitors will get two or three orders, where without the advertising they would not get more than one. Do not think that when you advertise, that is all you have to do, but redouble your other efforts along with your advertising and you will find that your advertising makes your other efforts from twice to ten times as successful as they would otherwise be.

RESULTS—THAT'S IT

Could not carry every day the announcements of the best known advertisers in the world unless they got returns all the time—not spasmodically.

***HOME OFFICE,
Denver, Colo.***

Eastern Agent,
S. O. BECKWITH,
Tribune Building, New York.
The Rookery, Chicago.

UNDER THE NEW YORK LAW.

The first case under the New York State law against fraudulent advertising was tried in the Fifty-seventh Street District Court, New York City, on January 4th. The matter is thus summarized by the New York *Commercial*:

Roth & Engelhardt, manufacturers of pianos, brought suit against Bloomingdale Bros. under that section of the code relating to honesty in advertisements, which reads as follows: "Any firm, person, corporation or association of persons, or any employee of such or any of such, who in the newspapers or other periodicals of this State, or in public advertisements, or in communications intended for a large number of persons, knowingly makes or disseminates any statements or assertions of facts with respect to his, its or their business affairs, concerning the quality, the value, the price, the method of production or manufacture, or the fixing of the price of his, its or their merchandise or professional work, or the manner or source of purchase of such merchandise, or the possession of awards, prizes or distinctions, or the motive or purpose of a sale, intended to have the appearance of an advantageous offer, which is untrue, or calculated to mislead, shall be guilty of a misdemeanor."

Early in December Bloomingdale Brothers advertised a sale of pianos at a low figure, and stated in the ad that the pianos in question contained the Roth & Engelhardt action. Mr. Roth went to Bloomingdale's a few days after the advertisement appeared and examined the pianos then offered for sale. He testified that only three out of eleven had the Roth & Engelhardt action, and thereupon Roth & Engelhardt brought suit against Bloomingdale Brothers, claiming that while the advertisement referred to offered for sale pianos with the Roth & Engelhardt action, the pianos actually were

of an inferior grade, and that such advertisement was intended and calculated to deceive.

Defendant stated that ten pianos containing the Roth & Engelhardt action had been placed on sale; that after these had been received from the maker they were informed that Roth & Engelhardt would not furnish any more of their actions, and that therefore they could no longer furnish them; that thereupon they had changed the advertisement. They also stated that they had no intention to deceive or defraud.

The case was argued on Tuesday, Dec. 27. The judge, after hearing the argument, took the matter under advisement. He non-suited the plaintiffs on the ground that, as the defendants actually had some of the goods advertised they were not guilty of dishonest representations. The case will not be carried further.

This is the first case under the new law, and is interesting for that reason, and also because of the importance of the matter with which it deals. The ground of the non-suit, as stated above, was that the defendants had on sale, at the time of their advertisement, and at the price quoted, some of the identical goods advertised. The inference follows that, had this not been the case, the decision would have been otherwise, and the defendants would have been convicted under the section of the code cited. In this case the defendants were innocent of the offense charged. There is every reason to believe, however, that the law may be effectively cited to bring to punishment those evil-doers who do deceive and defraud the public through false statements contained in their ads.

◆◆◆
STACK'S QUEER APPETITE.

H. L. Kramer, the practical joker, tells a good story on J. L. Stack, the Chicago advertising man, and it is not denied. Says Kramer:

"Stack has a most capacious appetite. What do you think? I went into the Planters' cafe Friday morning and there sat Stack. He had just ordered breakfast. Guess what it was? You couldn't in a hundred years. It consisted of a quart bottle of champagne and two hard-boiled eggs." —*St. Louis Chronicle*.

STAR ALPACA BRAID

Out-Wears The Skirt

A broad claim but a true one. Looks as lustrous as silk. Holds its beauty as long as it lasts. Does not ravel and you cannot tear it.

Star Alpaca Braid

is so soft it will not rub the skin; so perfectly woven it will not collect the dirt; so high in quality there is no dress too good for it; so low in cost there is none too cheap for it. The skirt binding problem has been solved. Ask the dealer for

STAR ALPACA BRAID.

By the yard, \$1.00 per piece.
10c. a piece. At all retailers.

Fleisher Bros.
Phila.

Shrunk ready for use. Dyed in the wool.

X in in width.

Literature and Advertising

PROMPT and comprehensive reviews, advance notes of new publications and full information concerning authors and publishers are daily features of The Commercial Advertiser. The editor of this department is Prof. Harry Thurston Peck, of Columbia University, and he is assisted by a competent corps of reviewers.

Publishers' advertising in The Commercial Advertiser is also a regular and prominent feature of the paper. During the last three months of 1898 publishers' advertising shows the following percentages of increase over the same months of 1897:

October	-	-	-	52 per cent.
November	-	-	-	129 per cent.
December	-	-	-	221 per cent.

All the leading publishers advertise in

The Commercial Advertiser

29 PARK ROW, NEW YORK.



DON'T.. GET.... STUCK.

in your choice
of advertising

mediums. Pick out the papers that go right into the homes and are thoroughly read there. That is the experience of the local weekly everywhere. It is particularly the experience of the 1,500 papers that comprise the CHICAGO NEWSPAPER UNION LISTS. They are published in as many thriving towns and villages of the great Central States—the Middle West. They are thoroughly read, every issue, by well-to-do families—people who have many wants and the means to gratify them.

One order and one electrotype is sufficient—
we'll do the rest.

CHICAGO NEWSPAPER UNION,
10 Spruce St.,
NEW YORK. **93 South Jefferson St.,**
CHICAGO.

ADVERTISING ROUND THE WORLD.

III.—AUSTRALIA.

Australia, the largest island in the world, is nominally British, really only Australian. Political power is all in the hands of the least educated part of the community, a strong and well organized labor party controlling nearly everything and using its power selfishly and without scruple. The fiercest local jealousy exists among the six colonies, which are Western Australia, South Australia, Victoria, New South Wales, Queensland and Tasmania (constituting Australasia) and New Zealand, which, with the rest, constitutes what is now universally called Australasia. There are tariffs between colony and colony, and when differential tariffs exist discrimination is against the neighbor and in favor of the rest of the world. New South Wales is a free trade colony, and the only prosperous one in Australia proper. The highest protection is in Victoria, which is all but bankrupt, notwithstanding that the free trade New South Wales is next door. A proposal to federate the seven colonies of Australasia, or alternatively the six of Australia, was defeated while I was there by a political dodge in New South Wales, after a plebiscite had shown a majority for federation in all the other colonies.

I have sketched these details because they are necessary to an intelligent understanding of the market to be described in this letter. The climatic conditions remain to be indicated.

Queensland, and parts of West and South Australia, are largely tropical. The last has an admirable climate, the other two are hot and very dry. Tasmania has a climate about equivalent to that of Pennsylvania, but not so cold in the winter. New South Wales in winter is about as good a climate as anybody could wish, but it is very damp, hot and enervating in summer. Experts aver that the difference between New South Wales and Victoria is that in summer the former is not quite so hot as Sheol, while the latter is four degrees and a recurring decimal hotter. All the colonies are subject to prolonged droughts in summer, which are highly deleterious to trade, as they cripple the wool industry by destroying

millions of sheep. Finally, the seasons in Australia work the other way up to those in America; it is hot from November to April, and less hot from May to October, June being midwinter.

In attempting to do business in Australia two things have specially to be taken into account—the tariffs and the characteristics of the people. As to the former, what has already been said makes it unnecessary to add that you must be prepared to make different arrangements for all the colonies. The simplest plan is to locate one's headquarters in Sydney, the capital of New South Wales, which is a free port; but goods intended to be transferred to other colonies should not be entered at this port. If they are, they become subject to the differential duties, whereas (because there is a custom house in Sydney, though there are practically no customs duties) if one's merchandise is stocked "under bond," it can be reshipped at the lower duties to the protected colonies. This is a "wrinkle" which costs money to learn.

I should like to make the tariffs clear in a practical manner. If I had a whole issue of PRINTERS' INK to myself I would do it; but nothing less would suffice. They are extremely complex and are engineered with two objects—revenue and the benefit of the manual laborer. They like to benefit the latter, but they don't mind revenue either, and on some things which a new comer (a "new chum," as Australian slang calls him) may commence to manufacture in order to save duties, they can slap an excise duty, which is very irritating, when you have put in a plant. Patent medicines come in this category. They are generally subjected to a duty of 25 to 40 per cent ad valorem, and "valorem," mind you, is the put-up price—the wholesale trade price—in the colony. The lot of the external proprietor of patent medicines, therefore, is not a happy one. But there is a good market for a great many other things. I should think cereals and goods of the Quaker Oats kind, domestic appliances (such as sewing machines, wringers, washing machines and so forth), certainly agricultural machinery, guns and cutlery, and perhaps ladies' fixings of the cheaper kind, would pay duty and still sell profitably. Candies, chocolate and

drinking cocoas have also a good chance; the Australians are fond of sweet stuff. And the country cries aloud for a really good and cleverly advertised tea. The Australian is continuously athirst for tea. He takes it at breakfast, at dinner, which is eaten at midday, at tea-time ("tea" is a heavy meal, eaten at six o'clock, as it is with working class people in England) and before he goes to bed. He drinks it in between meals when he can get it for nothing (he is great on anything that is free) and supports innumerable tea and tea-cake shops in the cities. Tea-cake is a sort of large milk-loaf, cut in slices, browned before the fire, and then eaten with butter—and tea. I forgot to mention that the wealthy and luxurious Australian takes tea in bed before he gets up. Very likely he bathes in tea and drinks it after. And all this tea is infamously bad; there is no good tea to be had, and what they do get they don't know how to cook. Such tea advertising as is done there is about good enough for the hog-wash that they make. There is a fine chance here for some bright American; he will make money.

* * *

Now a word as to other Australian characteristics. There is little refinement and no taste there; consequently it is of no use sending out goods intended to appeal to these; but shoddy art and factitious taste—the sort of thing to please niggers—would have a run. I have, of course, exaggerated a little (not about the tea, that was gospel); but the few people of refinement, practically all English, do not buy things that minister to that characteristic in the colonies; they import them from home. There are very few Americans in the islands.

* * *

The sort of thing that would appeal to working-class people, not above the average intelligence, in America, will sell in Australia. This is a good criterion. The people are well-to-do and spend money liberally. They are good buyers of anything that suits them.

* * *

The Australian is not, as people in America suppose, energetic. He is, on the contrary, sleepy. It used to make me itch when I saw my own work-people at work there. They are fond of cricket and other athletic games in their own way; that is, they

are fond of watching hired professionals play them. It is of no use to send out sporting goods in large quantities, except, perhaps, bicycles.

* * *

And one more thing needs to be mentioned. In doing business there don't expect to be trusted, financially or otherwise. The Australians are the most unconfiding and suspicious people on this footstool. They are continually afraid of being "beat." They are keen and rather spiteful competitors in business, but easy to work with when you understand this and not unsusceptible of being led to overreach themselves. They are likewise highly conservative and intensely averse to change of any sort. Their newspapers show this. But these, and a brief account of the chief advertisers doing trade out there, I find I must reserve for another letter. T. B. RUSSELL.

THE SEASON'S MORAL.

The holiday season of 1898 has become remarkable in the eyes of business men for the public verdict, more emphatic than ever before, that advertising pays. Silent as it has been, this verdict may be read with clearness in the ruin of a large number of retail firms which enjoyed every factor of solidity and success except the sagacity that exhibits itself in judicious advertising. Of the dozen or score of business houses that have failed recently, the largest is that of Heather & Co. of Sixth avenue, and no better illustration could be cited of the misfortunes springing from this cause. With a large and attractive stock, and an excellent situation in the heart of the district that is thronged by shoppers, this firm, nevertheless, failed to attract custom, because shoppers have learned to consult the advertising pages of their favorite newspaper before setting out on a fatiguing expedition. Shopping nowadays has been reduced to a fine art. Both women and men, especially the former, have learned by bitter experience that to roam the retail district at random, searching for what they need, means to be told afterward by some candid friend that much better satisfaction could have been obtained elsewhere if the advertisements had only been consulted first. In the lists of offerings presented daily by the advertising houses the woman who skillfully shops marks off articles she means to buy; when she sets forth she has a definite route laid out—a route in which the establishment of the non-advertiser plays no part.—*N. Y. Journal*.

IN LOCAL ADVERTISING.

In local advertising I do not believe in using a fixed amount of space in each issue of the paper. It is a most illogical practice. The space ought to be used when it is needed. Sometimes the business will get along very nicely with the use of only a few inches of space. At other times, when things are a little bit slow and dull, they need stirring up. That means increased space and increased advertising effort.—*Bates*.

I DOUBT if it is possible to do too much advertising so long as the business is capable of developing, and so long as the advertising bills can be paid.—*Bates*.

ONE ADVERTISER'S VIEWS.

HOW THE PALL MALL ELECTRIC ASSOCIATION, PROPRIETORS OF DR. SCOTT'S ELECTRIC HAIR BRUSHES AND OTHER ARTICLES, ADVERTISES TO THE PUBLIC.

Dr. Scott's electric brushes, belts and razors have been known and advertised for a fifth of a century. A few years ago Dr. Scott died, and the business is now conducted by a corporation known as the Pall Mall Electric Association.

When asked for a little story about his publicity-procuring department for PRINTERS' INK, Mr. Britton, manager of the office, leaned back in his chair, crossed his legs and said:

"These interviews now running in PRINTERS' INK ought to be a good thing for its readers, and I shall be glad to offer all the information possible. Why, if a man only got one good idea from each interview how valuable such a series would prove. The advice and suggestion I have obtained from PRINTERS' INK has been worth a good many dollars to me—more than I ever paid for it."

"Years ago we pushed our electric belt, razor, etc., but now we are confining ourselves to Dr. Scott's Electric Hair Brush. Our advertising system has undergone a change of late. Up to two years ago we sold direct and to wholesalers only. Now we sell to department stores and druggists as well, though of course we still have a large direct mail-order trade. Formerly we used magazines and weeklies almost exclusively, while now we are spending considerable in newspapers."

"How much do you spend a year in advertising?"

"We spend a certain percentage of our yearly sales. It wouldn't be fair to say what per cent, because on some of our goods we can afford to spend 25 per cent of the price in advertising and on others no more than 5 per cent. The most definite information I can give is that we have been in business twenty years this month (September), and during that time have spent one million dollars in advertising."

When asked to give his experience with various mediums, Mr. Britton said that Munsey's, McClure's, Cosmopolitan and Scribner's had paid the best of the prominent magazines. The *Delilacator* and *Youth's Companion* had both been used with profit.

"The Ladies' Home Journal was one of the best mediums we had on our list years ago until they got too high-toned. We formerly used pages and half-pages with them, which in those days was exceptional advertising. We were probably their largest customer

A Head That Aches

can be quickly set at rights without any plasters, or powders, or pills. The ache is due to a pressure on the nerves in the hair roots. This can be utterly dispelled by simply daily brushing the hair with

Dr. Scott's ELECTRIC Hair Brush

The gentle electric currents invigorate all the tissues they enter; they quicken the blood and freshen the nerves. How? No one can tell. Neither Tesla nor Edison can say how electricity acts in any case. The only thing seen is what it does.

Try it yourself. You can't lose, for if the Brush doesn't accomplish what we claim for it, return it and your money will be refunded. We have about a hundred thousand testimonials to the efficiency of our electric treatment (Atwood's Pharmacy in a few months sold over \$3,500 worth of the Brushes), and so we feel perfectly safe when

WE GUARANTEE IT TO CURE

Nervous Headache in five minutes.

Bilious Headache in five minutes.

Neuralgia in five minutes.

Dandruff and diseases of the scalp.

Prevents falling hair and baldness.

Makes the hair long and glossy.

PRICES: No. 1 Hair Brush, \$1; No. 2 Hair Brush, \$1.50; No. 3 Hair Brush, \$2; No. 4 Hair Brush, \$2.50; No. 5 Hair Brush, \$3.

Quality the same in all. The price differs only according to size and power.

For Sale at Dry Goods Stores and Druggists or sent on approval, postpaid, on receipt of price and ten cents for postage.

One book, "THE DOCTOR'S STORY," sent free on request, giving full information concerning the use of Electric Belts, \$2 and \$3. Electric Corsets, \$1, \$1.25, \$1.50, \$2 and \$3. Electric Flesh Brushes, \$3. Electric Safety Razors, \$2. Electric Plasters, 35 cts. Electric Insoles, 10 cts. Elastic Trusses, \$3.

GEO. A. SCOTT, Dept. ..., 842 Broadway, N.Y.



when they were younger. Then when they got more circulation and could have been of great benefit to us they passed this rule about not admitting any curative articles, and dropped us with a dull, sickening thud. It wasn't the appreciative thing to do."

"How about the religious list?"

"We have used it to some extent. Found the *Christian Herald* best for results. For a small paper with a sectional field there's a little paper in Louisville called the *Christian Observer* that paid us splendidly. We do not use the general weeklies, because we found that they did not pay."

"You said you used dailies—how generally, and in what way do you discriminate between mediums?"

"We cover the principal cities, using the daily of largest circulation in each place. We find it pays to buy quantity, not quality. Quality does not count with us, although our goods are high priced, and you would naturally think it would. Give me the paper of great circulation every time rather than the paper of limited circulation and high-class readers. We work one city at a time, all newspaper contracts being made for a year. Our traveling men follow up the department stores and druggists as soon as the advertising commences in a city."

"Do you have any trouble with department stores cutting price?"

"No, we allow them to cut 10 per cent, recognizing that a cut of this amount will not interfere with the retail druggist, who usually sells on at least a 10 per cent cut himself."

"What kind of advertising has paid you best?"

"Newspaper advertising."

"What daily papers have paid best in New York?"

"*World*, *Herald*, *Journal* have paid the best and in the order named. We have used no dailies in Brooklyn, believing that the New York papers cover the field and that most every man who reads a Brooklyn paper also reads a New York paper."

"What sized space do you use, and do you prepare your own copy?"

"About one hundred lines single column in newspapers, and quarter and half pages in magazines. We write the matter ourselves and change copy each issue. We never ran the same advertisement in one paper two days. We use argument and some illustration, as you will note by these sample advertisements."

"Do you use an agent?"

"We place some business through Geo. Batten & Co. and some direct."

"What do you think of outdoor advertising?"

"Well, it never paid us. Years ago

we used all the steps on the Elevated, such as now occupied by Royal Baking Powder, and had a card on each platform, but it proved very expensive and unprofitable."

G. H. E. HAWKINS.

MAKE THE PICTURE TALK.

The best kind of an advertising picture is that which conveys the best impression of the article advertised and necessitates the least text. Let the illustration convey all the point possible and you have a good advertisement.



PHOTOGRAPHIC silhouettes are the latest fad in advertising. They are produced by the camera in the same manner as ordinary photographs, but are reproduced in the form of zinc etchings instead of half-tones. Beatrice Tonneson, of Chicago, claims to be the originator.

What the New York Herald used to be to the United States, the Louisville Courier-Journal is to-day to the States south of Mason and Dixon's line.

—Printers' Ink.

Louisville *Courier-* *Journal*

DAILY,

SUNDAY,

WEEKLY,

(Now issued twice a week.)

Far-reaching in its influence and effect. A powerful puller, a payer and result producer.

Louisville Times

Leading afternoon paper and double circulation of any other.

The S. C. Beckwith Special Agency,

Tribune Building, New York.

The Rookery, Chicago.

My Coal Black Baby!



"She am my lady,
My coal black baby;
She's as black as
Northern lignite coal—
Couldn't be blacker
To save her soul!"—

And say, fellow citizens, talking about Northern Lignite Coal, I want to tell you about some of its good points:

No black smoke,
No clinkers, no dust,
Burns clear.

For sale by all retail dealers.

A DENVER (COL.) CURIOSITY.

SOUND ENGLISH VIEWS.

Mr. W. Homeyard, the advertising manager of the London (England) *Morning Leader*, issues a "Weekly Chat with Advertisers." From the latest of these that has come to PRINTERS' INK's hands, the paragraphs that follow have been extracted:

Cause and effect are not more closely connected than the reader and the advertiser. If a newspaper has not a very large and ever-growing circulation, let the advertiser religiously shun it.

None can afford to fritter time and money away on papers not eminently successful.

When hundreds of thousands of readers buy a morning paper, you may rest assured it is a good paper—good for the reader and good for the advertiser, because he gets the widest publicity for his announcements.

Whether the advertiser likes the paper or its politics is a matter of little moment, neither need he read it. It is, however, a grave concern that the general middle-class public read it.

I know no advertiser would use the columns of the *Morning Leader* merely because I ask

him. On the contrary, I desire his business on one ground, and one ground only—because it will pay him to do so.

Just what other papers charge per inch is no concern of mine; their rate may be two shillings or two pounds per inch—this is a matter of indifference. It is, however, my business to offer the lowest bottom rate for reaching those who can buy what he has to sell; that is, one solid fixed rate to every one, agent or advertiser, without deviation.

A fair advertising rate is the foremost creed in my belief.

USES BOTH.

It is not a difficult matter to judge the character or class of readers of any given newspaper. The paper itself bears the earmarks of its constituency. Careful advertisers, who wish to reach the middle and upper classes, and have but a limited amount of money to invest, use the high-class papers; those who desire to reach the middle classes, the cheap papers. The shrewd general advertiser selects the best of each class.—*Profitable Advertising.*

CHINESE MEDICINES.

United States Consuls in China have made reports on the condition of the drug trade in that Empire. There are no laws regulating the sale of drugs. Theoretically a druggist must pass an examination before a board at Pekin, but the law is seldom enforced, and in any case the examiners may be bribed. Three hundred herbs are used as medicines by the Chinese, but few of them are important. Opium is never prescribed in China as a medicine. In the opinion of the Consul, there is a field in China for the American drug trade, but it should be entirely in the hands of the Americans. Poisons may be sold without restriction. Only a few proprietary articles come from America. There is a good demand for quinine and other tonics. Sudden changes of temperature and the great amount of moisture in the air and the lack of artificial heat in the houses make China an ideal place for the sale of cod liver oil emulsions and various other remedies for lung diseases. Substitution is rampant and many Chinese drug stores deal in imitations of proprietary medicines and perfumes. Mr. Wildman, Consul at Hong Kong, says that when he left San Francisco in 1897, Wakelee & Co., druggists of that city, asked him to take a package of headache powder to introduce it at Hong Kong. The leading druggist in that city told Mr. Wildman that they imported a mixture in bulk from London and sold six powders for \$1.50, three times the price of the American article. A syrup of figs, believed to be an imitation, is sold in Hong Kong. Many of the drug stores there are run by Englishmen and Germans, who carry a limited stock and have no scruples about substitution. Most of the medicines sold in Hong Kong are English. Even American preparations are sent through London houses.—*National Advertiser, New York City.*

A TRAVELING POST-OFFICE.

The first real "traveling post-office" is expected to start on its rounds this month in Maryland. It is a stout covered wagon, manned by a driver and a postal clerk, which will leave the town of Westminster every week-day morning, make a circuit of more than thirty miles through the surrounding country, and return to Westminster at night. There are eight village post-offices on the wagon's route. The traveling postmaster will carry mail to them and receive it from them. His wagon is fitted with cases and pigeonholes, so that he can assort mail while he travels; and he will deliver mail to all residents along the road who will take the trouble to put up letter-boxes or to "wait for the wagon." He will be authorized, moreover, to sell stamps, register letters and issue money-orders; and a railroad town being the terminal of his circuit, the conjunction of the traveling post-office and the railway mail-car will bring the farmer and the outside world very near together. This traveling post-office is, we need hardly add, one of the experiments by which the government is trying to solve an imperative problem—that of rural mail-delivery. If the plan succeeds a long step will have been taken toward the adoption of a reform which every one approves, and which is delayed merely because no one has devised a way to carry it out.—*Youth's Companion.*

JUST PLAIN HORSE SENSE.

There is one kind of art in advertising that appeals to me, and that, as a matter of fact, isn't art at all. It is just plain horse sense—the picture of the thing talked about. If you want to talk to the people about a horse, use the cut of a horse; about a cook stove, use the cut of a cook stove; about a mowing machine, use the cut of a mowing machine, and so on to the end.—*Shoe and Leather Gazette.*

THE MINNEAPOLIS TIMES

The accompanying table shows the total columns of paid advertising, exclusive of city and county printing, carried by the four Minneapolis and St. Paul morning papers during the past year. The figures are interesting and valuable as demonstrating the relative popularity of the respective dailies as advertising mediums. It will be noted that THE TIMES carried more advertising than any of its contemporaries:

	Cols.	Ins.
THE TIMES	9,493	19
Tribune	8,863	15
Pioneer Press.....	8,129	15
Globe, St. Paul.....	5,709	17

THE TIMES

	Cols.	Ins.
Total, Dec., 1898.....	875	4
Total, Dec., 1897.....	671	16
Increase.....	203	10

Average Paid Circulation for 1898. { Daily **31,139**
Sunday **41,226**

W. E. HASKELL, Manager.

D. C. McCONN, Supt. Adv. Dept.

**Special representative, J. E. VAN DOREN SPECIAL AGENCY,
31 Tribune Bldg., New York. 905 Boyce Bldg., Chicago.**

Assoc. Algemeiner Anzeiger für Rom, Städte, Teile
Wadsworth House, Assoc. Expressen, Bücherei, Comptoir & Co.

Täglicher Allgemeiner Anzeiger.

Wadsworth House, Hotel, Berlin, Berlin, Dresden, Dresden & Co.
König, Berlin, Leipzig, München, Stuttgart, Wien, London.



Illustration by Henry Strehler.

A GERMAN CURIOSITY.

CHICAGO, Dec. 30, 1898.

Editor of PRINTERS' INK:

What do you think of make-up of inclosed

advertisement of *Täglicher Allgemeiner Anzeiger* of Zurich? Yours truly,

N. C. HENRICH,
Advertising Manager *Freie Presse*.

FROM A FOND FATHER.

Office of
JOHN WANAMAKER.
NEW YORK, Jan. 5, 1899.

Editor of PRINTERS' INK:

I've got a future advertiser surely. Allyn Ryerson Jennings, aged 6. Hereditary, born while I was writing advertisements in Chicago. His first business with the magazines are the back page advertisements, which he reads and re-reads, and can tell off-hand who advertises

the most widely in their respective lines, and the merits of the article. Riding in a Philadelphia trolley car, he was taking in the advertisement of S. H. & M. skirt binding; he associated the letters with the article and said: "I guess that means sewing, hemming and mending." How's that? R. W. JENNINGS.

THERE is nothing so good that it will sell itself. Advertising is a necessity, and the most successful firms make most liberal provision for it.—*Hide and Leather*.

THE CHICAGO "NEWS" IS ITSELF
SECOND.

INDIANAPOLIS, Ind., Jan. 7, 1899.

Editor of PRINTERS' INK:

In your issue of December 28 you say:

Supposing it to be admitted that the Chicago *News* is the one paper that has kept advertisers best informed of its actual circulation for a longer time than any other paper, there still must be some other paper that has done nearly as well in this respect, and PRINTERS' INK would be glad to know what paper stands second to the Chicago *News*. Is it the Indianapolis *News*?

My answer is that the case is not supposable; that there is no such admission. If the question is what paper has given absolute and definite information continuously for the longest time, then, as the Indianapolis *News* has admittedly done this from its first issue in 1869, which was seven years before the Chicago *News* came into being, it follows that the Indianapolis *News* must be put in first and not in second place as to the two mentioned papers. This paper has furnished proof to the advertiser in any manner his caprice demanded, whether by affidavit, detailed statement or showing the books, from its first issue of 3,000 copies per day to its present yearly average, exceeding 40,000 copies.

Its founder, John H. Holliday, who retired six years ago, would as soon have sold grain by a false bottomed bushel measure, delivering less than he had bargained, as he would give less circulation measure than he had bargained, and he would as soon have concealed the one as the other. We, as his successors in the ownership, have not departed from his principles. The one surviving wonder is that in this search-light age any publisher can be found willing to juggle with words over such fundamentals. Very truly yours,

W. J. RICHARDS.

P. S.—As evidence, if needed, I might cite the inclosed clipping from your issue of Dec. 1, 1898:

The Indianapolis *News* is by all odds the leading paper of both city and State. Maj. Richards, its publisher, has always been a firm believer in "the right of the advertiser to know the measure of his purchase." Taking this belief into actual practice, the *News*, from its first issue, twenty-nine years ago, has published monthly statements, sworn to, signed with pen—not a "hand stamp"—of the actual number of copies issued and sold. These statements for the year ending September 30, 1898, show an actual average issue of 44,234 copies. The figures may be taken as absolutely correct; no one of Maj. Richards' statements on this point has ever been disputed, and the further claim is accepted as a logical sequence that the *News* has "a larger bona fide circulation proportioned to population than any other American daily."

A SERIOUS CHARGE.

Office of

{
"THE PHILADELPHIA DEMOKRAT,"}
Philadelphia, Dec. 30, 1898.*Editor of PRINTERS' INK:*

As the general advertising agent of the Philadelphia *Demokrat*, and as one who has been connected with the above paper for over 14 years (succeeding my father, who was associated with the paper for forty-one (41) years), I take exception to the statement made in your issue of December 21, in which you credit the German *Gazette* with a circulation of over 40,000 copies per day, and the *Demokrat* with between 20,000 and 40,000.

This statement is calculated to mislead advertisers, with whom the circulation of a paper is an item in placing their business; although the character and standing of a journal are also considerations. I feel confident that upon inquiry it will be evident that the old established *Demokrat* far excels its German competitors in both respects.

I consider it a great injustice to the paper and to the man who helps to make the paper a success through his efforts in soliciting advertising, to publish such a greatly overrated statement when it is not backed up by more reliable information or sources than the filling up of a blank. I refer you to the *Demokrat's* statement that it publishes more papers daily than all German papers combined (morning and afternoon) as being a correct one. The circulation of the *Demokrat* is larger to-day than it has been at any time during its existence, and it has always been the leading German paper. There is no daily German paper outside of the *Demokrat* which can show a daily circulation of 10,000 copies.

I send you under separate cover one week's issue of the *Demokrat* and *Gazette* of same date, and would ask you to compare them. Note the great amount of plate and dead matter the *Gazette* daily uses, also compare the advertising, and I leave it to your judgment whether it would be possible for so poorly an edited paper to have such a large circulation.

Believing you made your statement in good faith, I take the liberty of calling your attention to the facts, and trust you will give it your consideration and make a reply or some mention in your valuable publication. I am, yours respectfully,

M. S. BERNHEIMER.

TO FIT THE SEASON.

Regulate your advertising expenditure to fit the season, but do not stop it any more than you would stop doing business for a month or two and then expect to reopen the store and go right ahead from where you left off—one is as sensible as the other; the argument applies to both.—*Chicago Apparel Gazette*.

PRINTERS' INK, the
authority on news-
paper circulations.

—Trenton (N. J.) *True American*, Dec. 23, 1898.

PRINTERS' INK.

LABELS.

CHICAGO, Jan. 2, 1899.

Editor of PRINTERS' INK:

I doubt whether PRINTERS' INK could insert a more valuable series of articles than upon labels. Labels need improving as much as advertising proper did before the advent of PRINTERS' INK. As a rule they are mere chromos and tell nothing special, except in a stereotyped style which carries no weight. When I enter a store to buy something I need, it is simply a question then of which brand. Usually the salesman is stupid or indifferent, and still I am in need of exact, official information, but the label doesn't help me out, so I end by buying any old brand, whilst all the time I wanted to get the best, even if it cost some extra. Even if the salesman gives me information I would prefer to have it corroborated by the factory, jobber or some one with authority and responsibility. I am not entirely satisfied that the clerk knows for certain in all instances. He will say it is good anyhow, I figure. I believe that many factories, jobbers, etc., would immensely increase their output if they told their own story on the label or on a tag fastened by string—loose circulars won't do. If I was putting out a coal-scuttle, meat-ax, shoe, tool, tooth-brush, etc., etc., with some one or more peculiar merits, I would fasten a tag to each one, with a short, succinct ad on it. I would do so even if my claim could be merely that I used best material obtainable, expert labor, etc. I believe many clerks would suggest that a buyer read the tag or label themselves if they wanted information, and that would be highly satisfactory to the maker. Respectfully,

H. H. BAKER.

"THE LADIES' WORLD" KICKS.

Office of
"THE LADIES' WORLD,"
NEW YORK, Jan. 9, 1899.*Editor of PRINTERS' INK:*

We have had our attention called to your issue of December 21st, in which you reproduce a cut used by the *Ladies' World*, and claim that we have promptly adopted PRINTERS' INK's idea of using a reading glass for deciphering small type.

We do not know at what time you commenced using the reading glass, but we do know that this cut was originally made from a drawing by Henry J. Bothof for the *Ladies' World*, and was first used by us in the latter part of 1891, nearly eight years since.

Now, if the Little Schoolmaster will stand up and show just the date on which we appropriated its idea, or it appropriated our idea, it might settle a question of ownership which we are not at present willing to concede to PRINTERS' INK.

S. H. MOORE & CO.

A CANDIDATE FOR THIRD PLACE.

NEW YORK, Jan. 6, 1899.

Editor of PRINTERS' INK:

In response to your inquiry as to the newspaper which next to the Chicago *News* has for the longest period of time made public its circulation, I desire to say that the Kansas City *Star* has made known its circulation from the beginning of its existence.

Since 1881 it has published in every issue at the head of its editorial page a statement of its circulation for each day of the week preceding. Yours truly,

FRANK HART.

THE PHILADELPHIA RECORD

• The Pioneer One Cent Newspaper of America.

RECEIVED
DEC 24 1898
GEO. P. ROWELL & CO.

Circulation Yesterday 180,159

December 23, 1898.

Messrs. Geo. P. Rowell & Co.,

Publishers, "Printers' Ink,"

10 Spruce St., New York.

Gentlemen:-

We wish to have reserved for us the front cover page of "Printers' Ink" for all issues during 1899 (fifty-two (52) in all)

The results obtained from former advertisements have been most gratifying.

We understand that the rate remains unchanged---Two Hundred Dollars (\$200.00) per page; Ten Thousand Four Hundred Dollars (\$10,400.00) in all.

Yours very truly,

"THE PHILADELPHIA RECORD"

Advertising Manager.

INVITING.

NEW CASTLE, Pa., Dec. 30, 1898.

Editor of PRINTERS' INK:

What do you think of this for a nice, inviting looking ad? How would it look alongside



Preserving the teeth is a duty you owe yourself and a favor you owe your friends, and that if the proper care of the teeth. If any of them are defective come to us.

Dr. Winter's Painless Dentists

20 to 24 W. Washington Street.

Opp. Disciples' Church, Near the Diamond

a nice canned fruit ad? Lots of people after looking at it would never want to eat anything out of a Mason jar again. Yours truly,

LUCIUS OSGOOD.

ABOUT HARRISBURG PAPERS.

Office of
"THE DAILY HERALD."
William McCormick,
Editor and Proprietor.
READING, Pa., Jan. 5, 1899.

Editor of PRINTERS' INK:

I have something to say which, because of its obvious disinterestedness, may have a little weight with you. I am saying nothing about the Reading papers, but believe that in Harrisburg's case, fifty miles distant from Reading, you are far off the track. It has been generally recognized for years that the *Independent* leads all the papers there in circulation. If the *Patriot* has 3,000 paid subscribers it is doing much better than is generally supposed. You credit it with over 7,500, while the *Independent* is rated lower than that.

Now I have no possible interest in either of these papers. I have some pleasant acquaintances on both. But you seek or assume to be fair. If this exhibit I feel pretty certain you are far from that. Your estimate of the Philadelphia *Press*, *Ledger* and Philadelphia *Times*, too, is obviously erroneous. I have no figures of proof and no disposition to prove anything by figures even if I had them. But as a Pennsylvania newspaper man I know enough about other newspapers to realize that you have made some glaring errors. Yours respectfully,

W.M. MCCORMICK.

Per G.

NEWSPAPERS are not to be judged by their past circulation, or by their greatest circulation at any given time of great public excitement. Advertisers too often make the mistake of so judging.—*Newspaper Maker*.

AN OMAHA IMITATOR.

OMAHA, Neb., Jan. 1, 1899.

Editor of PRINTERS' INK:

DEAR SIR — Inclosed you will find an advertisement clipped from the current issue of

The Reason Why

I have hitherto been able to sell my goods so much cheaper than any body else is that I am a bachelor and do not need to make a profit for the maintenance of a wife and children. It is now my duty to inform the public that this advantage will shortly be withdrawn from them, as I am about to be married. They will, therefore, do well to make their purchases at once at the old rate.

YOURS TRULY,

Oscar Kayser.

the Bellevue, Neb., *Weekly Record*, that is positively unique. Upon inquiry I found the advertiser, Mr. Kayser, is to be married on Jan. 4. What do you think of this for enterprise? Very truly,

VICTOR LE ROY.

SHEEP PAPERS.

Office of
CHICAGO FLEXIBLE SHAFT CO.,
158-160 Huron street,
CHICAGO, Ill., Jan. 7, 1899.

Editor of PRINTERS' INK:

Will thank you to kindly advise us the names of the principal agricultural papers which are devoted specially to the sheep business, and also their circulation. Would also be glad to have a copy of your latest PRINTERS' INK.

Wishing to thank you in advance for the same, we remain, yours very truly,

CHICAGO FLEXIBLE SHAFT CO.

Per T.

Wool Markets and Sheep, Fisher Building, Chicago, a semi-monthly, with a circulation estimated by the American Newspaper Directory as exceeding 4,000 copies per issue, is the only publication devoted specially to the sheep business.

INFORMATION WANTED.

Office of
CLINTON MFG. CO.,
Gilbert Block,
GRAND RAPIDS, Mich., Jan. 2, 1899.

Editor of PRINTERS' INK:

Will you be kind enough to inform us by mail, or through your valuable paper, where we can reach the manufacturers of the little papier mache or cotton figures of animals, etc., similar to those used in window displays by the Frog-in-your-Throat people? The favor will be appreciated. Yours very truly,

CLINTON MFG. CO.

EXPERIENCE teaches in advertising as in other things. The experience of to-day may not serve to meet the exigencies of to-morrow, but from the sum of experiences men should be able to act intelligently in any crisis.—*Newspaper Maker*, New York City.

Farm AND Fireside

A BETTER medium for general advertising than most of the regular magazines.

Goes to intelligent farmers of means who renew their subscriptions year after year.

Whenever you want to "reach the farmer" in the most economical way you must use Farm and Fireside.

Average circulation for 1898,
323,025 copies per issue.

MAST, CROWELL & KIRKPATRICK PUBLISHERS
SPRINGFIELD, O.

NEW YORK • 106 TIMES BLDG.

CHICAGO • 1529 MARQUETTE BLDG.

NOTES.

THE Northfield (Vt.) *News* embellishes its 1899 calendar with a large colored map of Vermont, which will make the calendar valuable to Vermonters.

An ordinance is before the supervisors of San Francisco, Cal., which requires billposters, advertising sign painters and street car advertisers to pay a fee of one cent a month for each square foot of space covered by an advertisement.—*The Billposter*.

THE American Newspaper Directory concludes with its December issue the thirtieth year of publication. The first directory, in 1869, was the beginning of newspaper catalogues, handbooks, annuals and manuals.—*Kansas City (Mo.) Star*, Dec. 28, 1898.

"INFORMATION," issued monthly at 26 Main street, Binghamton, N. Y., at 40 cents per year, is devoted to answering the inquiries submitted by its subscribers. It seems to be used chiefly by small mail order advertisers who desire to know where to secure envelopes, boxes, recipes, etc.

In my Sphinx Club address I stated that our average editions had been 610,139 copies for a period of three years. The average for 1898 falls below the three years' average for the reason that in 1896 we averaged larger editions than in 1897. The first part of 1898 brings down the average for the year to 585,000.—*Frank A. Munsey*.

THE Peoria (Ill.) *Herald* has purchased the *Transcript* of that city, consolidating the latter paper with the *Herald*, which now leaves it a clear field, as it is the only morning paper in Peoria, a city of 75,000 people. It is asserted that the combining of the two circulations makes the *Herald* the most important newspaper in Illinois outside Chicago.

W. N. GATES, the "special agent" of 29 Euclid avenue, Cleveland, O., offers advertisers representation in the National Fraternal Press Association, comprising the official organs of the leading secret and benevolent societies of the United States and Canada, for which he claims an aggregate sworn monthly circulation of 1,750,000 copies, and names as rate 7½ cents per inch per month each 1,000 circulation, without discounts for time or space.

There is a lesson for every business man in the report from New York which announces the failure following the holiday rush of eight houses which dealt extensively in Christmas novelties. Of the eight concerns, some of which have liabilities of nearly a quarter of a million dollars, not one used the newspapers to any extent to advertise their goods. On the other hand, it is said that the trade in the metropolis for the holidays was unusually large for the houses which used printers' ink extensively. Advertising pays at all seasons of the year, and merchants who do not appreciate that fact will never achieve the greatest possible success.—*Auburn (N. Y.) Bulletin*.

WALTER BAKER & CO., Limited, of Dorchester, Mass., have secured from Judge Larcombe, of the United States Circuit Court, a permanent injunction restraining William P. Baker from using, in connection with the making or selling unsweetened powdered cocoa or bitters, or unsweetened chocolate, the word "Baker," "Baker's," or "Bakers'" (whether or not the same be connected with other initials or names) in such a connection with the words "cocoa," or "chocolate," as to indicate that the goods are a variety of "Baker's chocolate," or "Baker's cocoa." These two houses, which are large advertisers, have had no end of litigation over this matter of names.—*Newspaper Maker*.

A DOUBLE JOKE.

Office of

"THE RED BANK REGISTER,"
John H. Cook, Publisher.RED BANK, N. J., January 5, 1899.
Editor of Printers' Ink:

You have sometimes noted the inappropriateness of advertisements in juxtaposition. What

HOTEL VENDOME, BOSTON.

Accessible location, excellent table, prompt service.

"MR. TANGLEY, may I ask why you always dip your knife in your glass of water before cutting your steak?"

"It is a little trick I learned from a fellow who worked in a rubber factory."—*Pittsburgh Bulletin*.do you think of this reading novice and joke, which were in the "sandwich" column of a recent number of *Life*? Yours truly,

JOHN H. COOK.

SURNAME AS TRADE-MARKS.

In refusing to register the name "Gale" as a trade-mark for the Gale Manufacturing Company of Albion, Mich., the patent examiner says:

No one can exclusively appropriate a surname as a trade-mark and hold it as such. The courts have been prompt and vigorous in restraining parties who have used their own names wherever fraud exists. On the other hand, they have as decidedly refused to restrain a man from using his own name as a mark upon goods manufactured by him where no fraud was shown, notwithstanding the prior and long continued use of the same name by others. In substantially all the cases where the use of surnames has been restrained the result has not been based upon the theory of a trade-mark proper, but rather upon the ground of the fraudulent use of the name by the defendant or by reason of some estoppel which made the use of the name unjustifiable.

FUTURE OF THE AGENCY.

The future of the advertising agency lies in the direction of specialties. There are over twenty thousand papers and magazines published in this country, and it is impossible for any one agency to be acquainted with what might be termed the personal characteristics of all of them. The development of the future will be along lines similar to those taking place in other branches of business. In medicine you find a specialist for eye diseases, for skin diseases, for ear complaints; in law you find the patent attorney, the criminal practitioner and the conveyancer; in manufactures you find the boiler shop, the harrow maker, the sewing machine manufacturer. And in advertising the specialists are gradually forming groups along certain lines.—*Agricultural Advertising*.

Classified Advertisements.

Advertisements under this head two lines or more without display, 25 cents a line. Must be handed in one week in advance.

WANTS.

EVERY man for himself—\$30 a week easy. Plan 22c. STAN ALLEN, Windsor, O.t.

TYPE wanted: 2d-hand minion; send amount, price, sample. Box 195, Boston, Mass.

FOLKS to send 2v. stamp for sample pages the Perfect scrap Book. G.C. BAKER, Albany, N.Y.

WE buy, rent and sell letters replying to ads. PRESS LETTER EXCHANGE, Sta. E, N.Y.

WANTED—Premiums suitable for family monthly. "PUBLISHER," P. O. Box 1653, New York.

PERFECT half-tone cuts, 1 col., \$1; larger, 16c. per in. ARC ENGRAVING CO., Youngstown, Ohio.

OPEN for a position with a first-class publication an advertising solicitor of experience. Address "KNOX," care Printers' Ink.

HIGH-GRADE half-tones and zinc etchings. Send for samples. Discount to trade. NIAGARA ENG. CO., 515 Wash. St., Buffalo, N. Y.

WANTED—General agency for anything saleable. Submit samples. GENERAL AGENCIES, Rooms 1-2-3-4, 31 N. Pearl St., Albany, N. Y.

WANTED—Case of bad health that R. I. P. A. N. S. will not benefit. Send 5 cents to Ripans Chemical Co., New York, for 10 samples and 1,000 testimonials.

STAMPS wanted—Uncancelled U. S. postage and revenue stamps bought at a small discount. Any quantity. Write or call. CHAS. WEIL & CO., Bankers and Brokers, 42 Broadway, N. Y.

WANTED—Position as editor of daily or weekly, by an educated man of experience and ability, one who can make a publication influential. Shall it be yours? "B. H. J." Printers' Ink.

FARMERS! \$250 buys 65 acre farm, good land, fine water; only \$200 cash down. Send 10 cents in stamps for book about Chattanooga and list of farms. CRABTREE'S FARM AGENCY, Chattanooga, Tenn.

WANTED—Publishers to send me \$1 for 145 names of members of the Proprietary Assn. Annual expenditure for advertising runs into millions. Newspaper offices not complete without it. W. S. KOCH, 943 8th St., Milwaukee, Wis.

WANTED—Advertising man, by a leading trade journal; must have a knowledge of printing. A young man with ambition and a determination to succeed is desired. Address, with all particulars, "D. D." Box 7, Station A, New York City.

MANUFACTURERS' Catalogue and Circulars wanted of jewelry novelties, and articles for mail order trade, with price of catalogues bearing general agent's name. E. LEACH, General Agent, 2890 Park Ave., New York.

DOESN'T some daily need a bright writer to conduct department, do special reporting and read proof? Could manage weekly and assist occasionally in composing room. Experienced. First-class refer nece. MISS X. BENTON, General Delivery, Detroit, Mich.

WANTED—Manager; a competent newspaper and business man to take \$5,000 interest in a printing and publishing business that has made a small fortune and was more successful in 1898 than ever. Owner sick had to leave for Europe. W. H. BROWN, agent, Room 219, corner Tremont and Boylston Sts., Boston, Mass.

WOULD like position where opportunity will be given me to show what I can do. Know nearly all advertising agents in the country, including the merits of the publications of the country, can write advertisements. Six years last position; steady habits; A1 reference; age 22. Would especially like to manage small advertising appropriation, preferably mail order concern, or to connect with special agent or standard publication. Salary moderate. "JOHNANPA," care Printers' Ink.

DO you want to buy a paying monthly family and agricultural paper in the best town in the South? Over 5,000 paid-up subscribers. Established several years. Printed under contract at a low cost—no plant. Will sell for cash payment not to exceed amount of accounts receivable and advertising contracts. This is a fine business opportunity for an ambitious newspaper man who has a few hundred dollars to invest. Satisfactory reasons for selling. Address "SUCCESES," care Box 400, Chattanooga, Tenn.

NEWSPAPER BUSINESS BROKER.

I SELL publishing businesses exclusively. E. P. HARRIS, 150 Nassau St., N. Y.

SIGN ADVERTISING.

BULLETIN, fence and wall. HUMPHREYS AD-SIGN CO., 1227 Market St., Phila., Pa.

NEWSPAPER METALS.

CLÉANLINESS is one of the qualities of a great newspaper. The stereotype and linotype metals used have something to do with the appearance of a paper. And many of the cleanest and greatest newspapers in the United States and Canada use Blatchford metals. E. W. BLATCHFORD & CO., 54-70 N. Clinton St., Chicago.

PRINTERS' INK.

SCRAP BOOKS.

THE only perfect one requires no paste. Sample pages 2c, stamp. G. C. BAKER, Albany, N.Y.

NEWSPAPER INFORMATION.

FOR latest newspaper information use the latest edition of the AMERICAN NEWSPAPER DIRECTORY. Issued December 1, 1898. Price, five dollars. Sent free on receipt of price. GEO. P. ROWELL & CO., 10 Spruce St., New York.

SUPPLIES.

VAN BIBBER'S Printers' Rollers.

THIS PAPER is printed with ink manufactured by the W. D. WILSON PRINTING INK CO., LTD., 10 Spruce St., New York. Special prices to cash buyers.

MISCELLANEOUS.

DEC. 1 we issued a booklet. Sold 200 before Jan. 1. Profit \$150. You can do it in your town. No adv. Copy of book and particulars, \$1. Box 280, West Union, Iowa.

WE free slaves of whisky, morphine, chloral, cocaine and cigarettes. Your friend, relative or employee can be restored in four weeks. Established 15 years. Address PRIVATE SANATORIUM, Marysville, Ohio.

PRINTERS.

If you are a believer in printing that makes a hit, it will pay you to send your order to THE LOTUS PRESS, Printers, 140 W. 23d St., N. Y. City.

EFFECTIVENESS considered, our type is much cheaper than any other. We give better quality, but make no extra charge for extra quality. Why buy even the second best when the best costs you no more! AMERICAN TYPE FOUNDERS' COMPANY. Branches in all the principal cities. Everything for the Printer.

ADVERTISING NOVELTIES.

AD novelties. Agents wanted, men and women. CLASP CO., Buchanan, Mich.

FREE sample mailable bill hooks. Business builders. AM. BILL FILE CO., Ft. Wayne, Ind.

MAILABLE pen and pencil racks bring business. Cheap, effective. Sample free. NATIONAL AD CO., Box 484, Manchester, N. H.

NIAGARA ENGRAVING CO., 515 Wash. St., Buffalo, N. Y. Send for samples of high-grade half-tones and zinc etchings. Discount to trade.

GOLD-PLATED watches, appearance equals \$100 gold watches unequaled for advertising premiums. \$6 sample, \$2.50. Catalogue free. CANTON WATCH CO., Eastport, N. Y.

FOR the purpose of making announcements of Advertising Novelties, likely to benefit reader as well as advertiser, 4 lines will be inserted under this head once for one dollar.

ADVERTISING MEDIA.

40 WORDS, 5 times, 25 cent's. ENTERPRISE, Brockton, Mass. Circulation exceeds 6,000.

ADVERTISERS' GUIDE, Newmarket, N. J., 8c. Line. Circ'n 4,000. Close 24th. Sample free.

REPUBLIC JOURNAL, Littleton, N. H. 2,000 circulation. Linotype composition. Send for rates.

ANY person advertising in PRINTERS' INK to the amount of \$10 or more is entitled to receive the paper for one year.

THE Rochester, N. H., COURIER, weekly, has the largest circulation of any paper in a manufacturing city having a population of 7,300. A good country paper at a great trade center.

ABOUT seven eighths of the advertising done fails to be effective because it is placed in papers and at rates that give no more than one-eighth of the value that might be had by placing the same advertising in other papers. If you have the right advertisement and put it in the right papers, your advertising will pay. Correspondence solicited. Address THE GEO. P. ROWELL ADVERTISING AGENCY, 10 Spruce St., New York.

MAILING MACHINES.

HORTON MAILER (\$20 net), most exact, most rapid, most easily worked. For sale at all branches AMERICAN TYPE FOUNDERS' CO.

ED. COPY-EXCLUSIVE SERVICE.

REPUBLICAN editorial paragraphs, bright and spicy, with a sprinkling of non-political matter to add variety. Furnished to only one paper in a county. Two-column weekly service, price \$1 a month. Write for samples. **YE SUBSCRIBERS' BUREAU, Coshocton, Ohio.**

FOR SALE.

FOR SALE—Ten R·I·P·A·N·S for 5 cents at drug-gists'. One gives relief.

PRINTING machinery, printing outfits. Lists free. A. F. WANNER, 200 Clark St., Chicago.

DOUBLE cylinder Hoe press, with two good folders, can be bought at a bargain. Box A, Taunton, Mass.

FOR SALE—Republican weekly in a promising town in New Jersey. Opportunity for a practical man. "ENEG," care Printers' Ink.

FOR SALE - Controlling interest in daily paper and job printing plant in New Jersey. Address "PRINTER," Drawer E, Atlantic City, N.J.

FOR SALE—Valuable monthly publication now in its second year. Excellent prospect for active man to clear \$10,000 per annum. For details and interview address "MONTHLY," P. O. Box 2660, New York.

FOR SALE—The best paying weekly paper in Denver (pop. 165,000), big legal ad patronage, also job office. Under present ownership ten yrs. Sell outright or int. only. Snap for party with a few thousand dollars cash. For particulars apply to "PUBLISHER," Box 540, Denver, Col.

OUTFITS, with new or second hand machinery — the most value for your money. Cash or terms. AMERICAN TYPE FOUNDERS' COMPANY. Branches in Boston, N. Y., Phila., B'dt., Buffalo, Pittsburg, Cleveland, Cinc., Chicago, St. Louis, Minn., Kansas City, Denver, Frisco, Los Angeles, Portland (Ore.), Spokane, Dallas, Atlanta.

ADVERTISEMENT CONSTRUCTORS.

JONES.

DIXEY, 150 Nassau St.

JONES, 101 World Bldg., N. Y.

THE "Ad"er's Primer, 5e. Box 391, Des Moines.

PATENT medicine pullers, ARTHUR E.
SWETT 23 Hamilton Ave. Chicago.

GILLAM & SHAUGHNESSY, Advertisers, 623 &
624 Temple Court, New York. Writs.

TH E only writer of exclusively medical and drug advertising. Advice or samples free.
MANNING, South Park, Ind.

IN McClure's, Munsey's, Cosmopolitan and Review of Reviews you will find examples of my full page and half page magazine ads for the H. & W. Jenkins Co. ("Pittsburg Stories"). CHARLES AUSTIN COATES, Vanderbilt Bid., N.Y.

STIN BATES, VANCE

to find out what I can do to make your advertising pay you better is to write to me about it. **MAIL STATION INDEX 150**, New York 44, New York.

MERCHANTS and others who want their advertising matter prepared in professional style and calculated to pull results, write to me. Intelligent and prompt service guaranteed. Sample ad, any size, *free*. Send description of goods and prices. **ARTHUR E. SWETI**, 23 Hamilton

Ave., Chicago.

ONE large firm recently wrote me: "Can you get us up another tasty folder, different from any you have put out for any other concern, and as favorable as the one you got out for us last year?" We took that did us a lot of good, and we would like to have it continued." I did as and the new one again pleased me. I believe I can please you.

A. B. MERRITT, Writer and Printer
Addy-A-Link
Grand Rapids, Mich.

WANT to write your small ads and circulars
JED SCARBORO, 20 Morton St., Brooklyn

JOHNSTON attends to the whole business—writing, designing and printing. I believe I can get up an advertisement or booklet or circular as well calculated to sell goods as any person in the business. I have every facility in my power to get in the hand for turning out the finished job. It is all done under my personal supervision. I am always on deck myself. No matter what you may want, write me about it. Send your name on a small postal for a copy of my large postal, WM. JOHNSTON, Manager, Printers' Ink Press, 10 Spruce St., N. Y. City.

Since the fall of 1897 I have been in Suite 101, World Building. For six months past my business has been very much too large for comfortable working in those offices. With 1899, it either had to quit growing or have more room. So I have moved.

I have not moved very far; only to another part of the same building, Suite 42, on the third floor. There I will have more offices, a total of 55 per cent more floor space, and a larger force of helpers, with better facilities for doing good work.

My business is the writing and illustrating of advertising matter and giving common sense advice about using it. I also suggest and organize modern, money-making plans for carrying on any honest business.

I am satisfied I can be of service to any good firm whose advertising or trade methods are not as perfect as they ought to be. I can also save money for them in placing their application.

Write to me and I will tell you more about it.

Yours for more business through better advertising,

CHAS. F. JONES,
(New Address) Suite 42, World Bldg.,
New York City.

The Growing

is the great Inter-Mountain Territory between
from Canada to Mexico. This vast area pres-

PRESTIGE, POWER &

Salt Lake

You find it in the cities, towns, hamlets
and in the mining camps. It greets travel-
ers and it is read and talked of by all, irrespective

The TRIBUNE has a larger circulation than
any other newspaper in the West combined. *Its Sunday sale to newsboys all over the country is second to none.*

The TRIBUNE, editorially, is the superior paper in the West. It is up-to-date and abreast of the times. Its columns set the standard for all other papers.

The Semi-Weekly Salt Lake Tribune

reaches the farmers, stock and sheepmen of the Territories. See what *worth alone* becomes of the allurements of premiums. Circulation, quality, progressiveness, tell the story of the Tribune.

New York.

S. C. Beckwith & Sons

ng West

territory from Denver and San Francisco and reaching
east presents the territory that gives

CIRCUIT & CIRCULATION to the

Utah Tribune

ham and homes, among the farmers and on the ranges
streets traveler on all trains, he sees it every where
irrepective of religious belief and political following.
circulation than all the other daily papers in Utah com-
ovs all more than the other papers print on week-days.
superior to any paper in the West. It is wide awake
and at all the modern features of journalism.

Salt Lake Tribune

shermen and miners in the Western States and
accomplished—steady, rapid growth without the
December, 1897, 3,000—now, 5,700. Popularity,
story be phenomenal gain.

with Special Agency.

Chicago.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

1st Issued every Wednesday. Ten cents a copy. Subscription price, five dollars a year, in advance. Six dollars a hundred. No back numbers.

2nd For ten dollars, paid in advance, a receipt will be given, covering a paid subscription from date to (January 1st, 1901) the end of the century.

3rd Being printed from plates, it is always possible to issue a new edition of five hundred copies for \$30, or a larger number at the same rate.

4th Publishers desiring to subscribe for PRINTERS' INK for the benefit of advg. patrons may, on application, obtain special confidential terms.

5th If any person who has not paid for it is receiving PRINTERS' INK it is because some one has subscribed in his name. Every paper is stopped at the expiration of the time paid for.

ADVERTISING RATES:

Classified advertisements 25 cents a line; six words to the line; pearl measure; display 50 cents a line; 15 lines to the inch. \$100 a page. Special position twenty-five per cent additional, if granted; discount, five per cent for cash with order.

OSCAR HERZBERG, Managing Editor.

PETER DOUGAN, Manager of Advertising and Subcription Department.

NEW YORK OFFICES: NO. 10 SPRUCE STREET.
LONDON AGENT, F. W. SEARS, 50-52 Ludgate
Hill, E. C.

NEW YORK, JAN. 18, 1899.

PRINTERS' INK, the authority on newspaper circulations.—Trenton (*N. J.*) *True American*, Dec. 23, 1898.

REV. A. S. ISAACS, editor of the New York *Jewish Messenger*, estimates the number of Jews in America at 1,200,000, of which 400,000 reside in Greater New York.

WE trust in defense of advertisers, who are entitled to the worth of their money, that more exhaustive inquiries into circulations of newspapers will be forthcoming at no distant day.—*Springfield (Mass.) News*, Dec. 20, 1898.

J. W. GODDARD & SONS, wholesale dry goods merchants of New York City, have issued a pamphlet containing some of their correspondence with the *Dry Goods Economist* of New York, parts of which are of more than passing interest to advertisers. It appears that the *Economist* desired the Goddards for an advertiser and offered to give the firm a page of space and "indorsement" for \$1,000 a month for two years. Two paragraphs in the *Economist's* letters throw a sidelight on the "indorsement" question:

It is true that we have in the *Economist* some non-infringing Brush braids, but they get from us only space—not support or indorsement.

None of those papers of large general circulation [*Ladies' Home Journal* and *Munsey's*] take any interest or part in the campaign of an advertiser, and are pure purveyors of space, whereas the *Economist* can throw its own weight in any direction it chooses.

WITH no mutterings of war or tariff or financial agitation, 1899 should be an excellent year for advertisers.

THE December issue of *Profitable Advertising* (Boston) is a special newspaper number, every page of which contains matter of interest. It is difficult to arouse the Little Schoolmaster's enthusiasm for ordinary special issues, but he will acknowledge that in his opinion this is the finest number of an advertising journal ever issued, particularly when viewed from the standpoint of the interest and value of the matter it contains.

IN its issue of November 30th, PRINTERS' INK asked: "What American daily paper has the cleanest record among advertisers for always letting its actual circulation be known and telling it in such a way that those who see its statements are convinced of their absolute accuracy to a greater degree than in the case of any other daily, and has pursued this commendable practice for a longer time and with greater uniformity and exactness than any other paper?" In PRINTERS' INK, of December 14th, a letter from Mr. R. W. Jennings, of the advertising department of Wanamaker's, New York, was reproduced mentioning the *Chicago Record* and the *Philadelphia Record*. In PRINTERS' INK, of December 28th, the Little Schoolmaster asked, that supposing the *Chicago News* to be entitled to first place, who was entitled to second? In making its selection, PRINTERS' INK said it presumed "that on the point specified the *Chicago News* stands first, and has stood first for from ten to twenty years, and that no publisher will presume to stand at the head, inasmuch as every American newspaper man and every advertiser willingly accords first place in this respect to the *Chicago News*." But now comes the *Indianapolis News* and claims first place, because since its inception it has constantly told its circulation to advertisers, and it was started seven years before the *Chicago News*. As no sane man ever questioned the truthful accuracy of any statement put forth under the signature of Major Richards, of the *Indianapolis News*, it looks a little as though the *Indianapolis News* must be accorded a higher place than had been assigned it. It may be that the *Washington Star* may also have some claim for a seat near the top.

MR. ADOLPH S. OCHS, publisher of the New York *Times*, assures PRINTERS' INK that the *Times* now prints more than 40,000 copies daily—many thousands more. When asked how many thousand more Mr. Ochs looked the other way. Any statement that Mr. Ochs makes PRINTERS' INK always believes.

WHAT general advertiser, standing at the corner of a street and seeing two processions pass, one of a thousand men and boys who read one-cent newspapers, and the other of only one hundred of the very best and most intelligent citizens in the country, would not immediately choose the latter as the more desirable readers of his advertisement, and feel assured that the results of the latter class, in spite of the greater number of the former, would be by far the more satisfactory?—J. C. Cook in *Profitable Advertising*.

It depends a good deal on the article to be sold; if it be a ten-cent medicine, the hundred best citizens would not purchase even one-tenth of the amount called for by the ordinary people; if it were a piece of expensive real estate, perhaps one of the wealthy ones would be worth to the advertiser the entire thousand of the other class. After all, the assumption that only the poor read one-cent papers is one entirely without proper basis. Most penny papers are sensational sheets; and the taste for such journalism is not at all affected by the reader's pecuniary condition. He may be poor and still detest the "yellow journals;" or wealthy, and find them a source of ever-increasing pleasure. It is acknowledged that the people who don't read them may be the people of taste and discrimination; but the intelligent advertiser doesn't care from which sort of people his money comes—so long as it comes.

THE DYING AND THE DEAD.

When a periodical fails to come out with regularity it is pretty near dead and ought to die, but newspapers die hard. There was probably never before a time when so many publications have been in the last stages of existence as now. They consolidate, change form, remove, appear less frequently, and disappear entirely. *The Arena*, of Boston, for November and December issues but one number, but:

The Arena Company announces, with much gratification, the consolidation with *The Arena* of *The Temple*, edited and published by Mr. Tynor during the past twenty months in Denver; of the *Journal of Practical Metaphysics*, edited and published in Boston for several years past by Mr. Horatio W. Dresser, and of the *New Time*, the brilliant reform magazine edited by Mr. Frederick Upham Adams in Chicago.

THOSE SIX WEEKS.

Mr. Alfred Meyer, the "mail order expert," of New York City, writes thus to the Little Schoolmaster:

The *Ladies' Home Journal*, of Philadelphia, requires copy for an advertisement six weeks in advance of the date of publication. Thus an advertiser who wishes to appear in the December issue, must give his order and copy on October 15th. On November 15th, ten days before his first advertisement is to appear, he must contract for the second consecutive insertion should he desire it. Old advertisers, who know the value of the *Ladies' Home Journal*, and are content to order a second insertion before ascertaining whether the first has pulled or not, do not object to such an arrangement, but the new advertiser does—decidedly. He naturally feels that he would prefer to see whether his announcement "pulls" at all before ordering its repetition, and I know of a case where the *Ladies' Home Journal* lost a \$100 renewal just for this reason. The advertiser in question ordered his announcement in the November issue on August 15th, received a dummy of the *Ladies' Home Journal* containing his announcement on September 5th, and had to wait until September 25th before the paper actually appeared, and perhaps a fortnight more before returns could reasonably be expected. And the forms of the December issue closed September 15th.

Another disagreeable phase of ordering one's announcements in six weeks in advance is that in such a period of time the conditions of business may radically change, and the wares for which one has ordered an advertisement may rise in price, may become unobtainable or even undesirable. Had an advertiser contracted six weeks ago for an advertisement in the *Ladies' Home Journal* to push a novelty whose popularity depended on the continuance of the Hispano-American war, he would have been sadly "left." This may be an extreme instance, but it illustrates the principle involved.

In these days when the Sunday newspaper of fifty or even sixty pages is gotten out in a day, to require copy for advertisement six weeks in advance is a relic of medievalism, and I feel sure that the *Ladies' Home Journal*, the best mail order medium in the United States, can do better if it tries. It gives the advertiser a dummy of the next issue on the 5th of the month preceding its date of issue, yet does not bring out the publication until the 25th or 26th of that month. To bring out 850,000 copies a month is a tremendous job, of course; but if that be a valid reason, it must be assumed that when the circulation reaches twice that number, the advertiser will be compelled to contract for his advertisement twelve weeks in advance.

THE greatest enemy to fraudulent advertising is the increasing intelligence of the people. This will accomplish more than a score of laws.

MAKE your announcements positive. Don't say what you do not do, or what your goods are not. State what the goods are, and what you are willing to do about them. There is no use wasting time enumerating the things that you won't do. People read advertisements to find out what you will do, not what you won't do.

**MR. VAN DOREN'S CINCH.
WHY THE ST. PAUL "DISPATCH"
CLAIMS THE SUGAR BOWL.**

Editor of PRINTERS' INK:

In accordance with promise made some time since, I herewith venture to submit an argument in the effort to convince you that the Sugar Bowl offered by you for "the paper west of Chicago which gives the best service in proportion to price charged" should be awarded to the St. Paul *Dispatch*.

The first point on which this claim is based is that the St. Paul *Dispatch* covers its territory more thoroughly than any other paper within the limits named. To be explicit, the *Dispatch* is the *only* evening paper published in the city of St. Paul. It therefore has the whole field to itself, a condition not shared by any competitor in this contest. As to the relative covering of their respective fields by the St. Paul *Dispatch* and the Kansas City *Star*, it must be certainly conceded that where one paper gives all the circulation obtainable in the afternoon it covers the field more thoroughly than one which furnishes only a part of the circulation for the afternoon, even were that part comparatively large. We think, however, that on close examination of the subject one would find that the American Newspaper Directory, issue of December, 1898, credits the Kansas City *World*, an afternoon paper, with almost one-half the circulation reported to it by the Kansas City *Star*.

The actual circulation of the St. Paul *Dispatch* exceeds by many thousands the combined circulation of all other daily papers in its city of publication, the others being all morning papers. The circulation of the *Dispatch* is no unknown quantity; for years past it has given sworn statements of circulation in detail—its books, pressrooms, paper bills, postage accounts have all been open to the inspection of anybody wishing to make an investigation; its printing presses are in plain sight from the sidewalk, and it has for a long period had monthly examinations made and its circulation verified and certified by the Advertisers' Guarantee Company. So valuable a medium is it in the minds of local advertisers that it carries over fifty contracts from local merchants who advertise in no other paper.

Secondly, the *Dispatch* is published

in a section of the United States which enjoys more than the usual average of prosperity; the crops of the Northwest for the past two years have been simply enormous, the local banks of St. Paul have been loaning money in the East—even right here in New York City—old indebtednesses and mortgages have been long since paid off, and business has been for the past twelve months reported abnormally active in its section. All of these things tend to increase the advertising value of a newspaper, and no section of the country between Chicago and the Pacific coast can probably show as great general prosperity as that portion of the Northwest, of which St. Paul is the center.

Third, the conceded basis of advertising price in any newspaper is the lowest annual rate for work without special conditions. The annual daily rate for the St. Paul *Dispatch* is 5 cents per line gross, and its daily average circulation for the twelve months ending September 30, 1898, was 40,929. This would make the rate equal to less than 1-8 of a cent a line per thousand, or to be more exact, .12216 of a cent. The daily circulation of the paper for twelve months ending at the close of 1898 would be larger, but the period taken for circulation is the full year for which last statement was furnished to the American Newspaper Directory, and is therefore considered a fair basis for comparison with competitors in this contest. The lowest rate of the Kansas City *Star*, arrived at in the same manner on the basis of their last reported daily circulation in the American Newspaper Directory, which was 81,999, would show a cost of .15244 of a cent per line per thousand. Even allowing the Kansas City *Star* 85,000 circulation, which they claim in their argument in this case, the rate per line per thousand of circulation would be .147 of a cent.

Our friends of the Kansas City *Star*, however, may object to this comparison because the St. Paul *Dispatch* exacts 40 per cent extra for full position guaranteed, while the Kansas City *Star* furnishes full position for 25 per cent extra. Computing position work with the extra price of each paper the comparison would still show the St. Paul *Dispatch* to charge for full position advertising .171 of a cent per line per thousand, against .1837 of a cent per line per thousand as charged by the

Kansas City *Star*, even when we allow it its recent claim of 85,000 circulation.

A comparison of rates on the weekly editions of the two papers shows likewise in favor of the *Dispatch*.

The weekly *Dispatch* with proven circulation of 24,275 yearly average, at its gross rate of 5 cents per line, costs .205973 of a cent per line per thousand, while the Kansas City weekly *Star*, with its average circulation of 121,097, at its rate of 30 cents per line, costs .247735 of a cent per line per thousand.

These comparisons of prices are made with the Kansas City *Star* because it is believed by the writer to be the next lowest in rate to the St. Paul *Dispatch* in the section covered by the terms of this contest.

Summarizing the above I claim the St. Paul *Dispatch* merits a decision in its favor on all the points argued, namely:

1. Most thoroughly covering its field.

2. Circulating in a section where as a rule returns to advertisers are the greatest, and

3. Furnishing space at the lowest rate per thousand of circulation.

Respectfully submitted.

J. E. VAN DOREN.
New York, Jan. 6, 1899.

ADVERTISING A CITY.

The most recent development in poster advertising is its employment to give publicity to a city. A large poster for this purpose is now being sent broadcast through the State of New York, and the municipality which it is hoped to boom as a result is Rochester. The posters have been issued by H. W. Phillips & Co., advertising agents of that city. They contain illustrations of most of the principal commercial and public buildings, as well as a large number of the beautiful residences for which the Flower City is celebrated, and the pictures are re-enforced by a brief description of the city's advantages as a manufacturing site.—*Profitable Advertising*.

A PITTSBURG MAN'S EFFORT.

George W. Harry, a cigar dealer, of Harrisburg, Pa., has a large trade among the Pennsylvania Senators and members of the House of Representatives, and has mailed each one a copy of an Act printed in usual style, reading as follows:

AN ACT.

To prevent imposition and fraud upon members of the Senate and House of Representatives of Pennsylvania and representatives of the Press, while in the performance of their duties at the Capitol of the Commonwealth during the session of A. D. 1899.

Section 1.—Be it enacted by the Senate and House of Representatives of the Commonwealth of Pennsylvania in General Assembly met, and it is hereby enacted by the authority of the same That in order to prevent the imposition of poor cigars and tobacco upon the unsuspecting lawmakers, as well as upon the guileless newspaper men, by dealers without conscience, they and each of them may pay a visit to Harry's Art Emporium Cigar store, corner Third and Walnut streets, city of Harrisburg, at the opening of the session of 1899, and make a personal inspection of the imported Key West and other domestic cigars on sale there, and that the Senators and Members from Allegheny and the counties adjacent thereto, at the same time and place investigate and inspect the line of Pittsburg stogies on sale. Provided that nothing in this act shall be construed to prevent frequent visits.

MUCH OVERWORKED TYPE.

Mr. Lewis Harrison, of 4158 Girard avenue, West Philadelphia, writes thus to the Little Schoolmaster:

Will it never occur to advertising men generally that it is nearly time to give the much over-worked De Vinne series at least a partial rest, along with the French Old Style, Livermore Italic and Jenson series? These poor types, while originally as beautiful and refreshing as the Easter lily in all its glory, have become jaded and careworn in appearance. Every man directing the display of advertisements seems to consider it essential to use them because, perhaps, he sees that his originating neighbor has secured an artistic effect. There are thousands of styles of types that would prove quite as captivating as any whose popularity is now in its ascendancy, provided, of course, they were in harmony with other letters.

A VALUABLE WORK.

The American Newspaper Directory is indispensable to advertisers and newspaper men, and gives the correct rating of every newspaper in the United States.—*Garrett Journal, Oakland, Md.*

PRINTERS' INK, the recognized authority on the circulation of American newspapers.

—Birmingham (Ala.) News, Dec. 20, 1898.

TRADE JOURNALISM IN ITS RELATION TO ADVERTISING.

A PAPER READ BEFORE THE SPHINX CLUB OF NEW YORK AT ITS MEETING AT THE WALDORF-ASTORIA ON JANUARY 11TH, BY CHAS. T. ROOT, OF THE "DRY GOODS ECONOMIST."

All trade journals are class journals, but not all class journals are trade journals. Denominational religious papers, and those devoted to charity, real estate, education, Masonry and the like are class publications, but are clearly without the pale of trade journalism. Periodicals relating to insurance, architecture, medicine and pharmacy, and many other interests, are also class journals, and possess some of the important characteristics of trade journals; but it is the papers devoted to the making and selling of clothing, lumber, hardware, dry goods, shoes, crockery and glass, drugs and all other varieties of saleable merchandise, that are the trade journals pure and simple. It is well enough to note this general distinction between trade journals and other class journals, though, for the purpose of this brief consideration of a single phase of trade journalism, no strict lines need be drawn, as my remarks will apply to a considerable proportion of class publications.

The trade journal proper, that is, broadly speaking, the periodical devoted to the production or distribution, or both, of some class or related classes of merchandise, is the product of a highly evolved commercial system. When transportation and communication were slow and difficult, and each community supplied its own wants and formed its own market, there was no need for this adjunct of modern business. The seed of the trade journal, indeed, existed in commerce; but in order that this seed might sprout to life, the ground had first to be plowed by the locomotive and fertilized by the electric telegraph. When the conditions were ripe it made its appearance. The first strictly trade journal to make its debut in this country (or in any other so far as I know) was the *Dry Goods Reporter and Commercial Glance*, which first appeared in New York City in 1846. It is still published under the name of the *Dry Goods Economist*, and holds the belt

for longevity among publications of this class.

If I may digress for a moment at this point I will confess that I am the publisher of this same journal. Being a newspaper man, I am, of course, modest to a degree; and, being modest, it is naturally painful to me to speak thus publicly of my own concerns. But the historical position of my paper seemed to force a reference to it in an essay of this sort; and now, this cat being out of the bag, I shall offer no further apology for any reference which I may later have to make to it by way of illustration.

The earliest files of this new departure in journalism have been lost, but there still exists in the office of the paper the volume for 1849, which indicates a reasonable prosperity. It is therefore rather surprising to see how slowly the idea of trade journalism spread. In 1856, when was published the *Newspaper Record*, the first list of American newspapers to which I have had access, there appeared the names of but three strictly class journals, and, of these, two were in the real estate field; so that in the first ten years of the life of the *U. S. Economist and Dry Goods Reporter*, as the original trade paper was afterwards named, the dry goods industry seems to have been the only one in this country to boast its special organ.

In 1869 the first volume of the American Newspaper Directory was issued.

Now I have known newspaper men who have rather violently denied the claim of Mr. Rowell's *magnum opus* to a place among sacred writings, on the ground that it lacked the necessary infallibility. Some of them have even gone so far as to assign to the fat green book the highest rank in contemporary American fiction. But to show how little sympathy I personally have with these skeptics I am going to give the work credit for my statistics.

In 1869, then, the American Newspaper Directory gave the names of about 25 non-religious class publications, but, as fully half this number were devoted either to insurance or real estate it can be seen that the growth of the trade paper idea was still extremely slow. Since that time, however, the breed has increased and multiplied at such a rate that the last directory gives the names of somewhere about 800 non-religious class

journals having, for the purpose of this paper, the important characteristics of trade publications. To find room for this number it has been necessary for the enterprising publishers to make a field in nearly every trade and gainful occupation; so that now every business, from the rolling mill and the shipbuilder down to the barber and the undertaker, has its special organ. The alteration in the value and character of the trade paper during this period has been as marked as its numerical increase. As recently as 25 years ago the average trade paper occupied a position which could only by courtesy be termed influential. The paste pot was often a more important factor than the pen in its editorial room. Its treatment of markets and other trade subjects was superficial and conventional; while the burning questions—the really vital and sensitive spots in the trade, it touched but gingerly, or avoided entirely, lest advertising "patronage," held mainly on the tenure of personal favor, should be withdrawn. Its advertising canvass was tinged with apology and involved the consumption of more shoe leather than brain tissue. Its advertising rate was a "movable feast," and, as it was the solicitor and not the paper which got the business, the commissions it paid would have been ruinous had the expense of getting out the paper amounted to anything considerable. The advertisements most desired were those which could be electrotyped and run till the copper was worn thin on the block; and these were readily given because the advertiser frequently yielded simply to importunity, or else because he had a vague idea that he ought to do some advertising, but had, himself, not the faintest notion of how it ought to be done. A parasite on the trade rather than a factor in its life, the trade paper was pliable, deferential, grateful for favors, anxious to please and correspondingly fearful of giving offense, and its hold, such as it was, was that which would result from the exercise of these qualities.

This may seem an unjust picture of the earlier trade journalism; and so it would be, if the description were applied to all the trade papers of those times. There were a few which were ably and efficiently conducted, but it must be confessed that in many individual cases the characteristics which I have pointed out did really exist. It

must not, however, be concluded that the publishers were entirely to blame. Many of them probably did as well as they could with the material and state of public opinion with which they had to deal. In other words, the trade paper of 1870 to 1875, like that of '98, was probably as good as the respective trades catered to would appreciate and maintain. The actual contrast in the trade press of the two periods is, however, very marked. Whether regarded from the editorial, reportorial or typographical standpoint, the best practice of American trade journalism to-day not only outclasses anything ever before shown in this country, but everything of the kind yet accomplished in Europe. I say the best American practice, for the trade journals of this country are still of very unequal importance. There are among them an appalling number of cases of "arrested development." Of the nature and grounds of this inequality I will speak further on.

Our typical trade journal to-day instead of being cheaply and perfunctorily edited, commands the best expert talent of the industry or business it represents; and it uses such talent, not only for the discussion of the general and statistical conditions, but for practical and ever-changing, every-day problems that confront its readers in their business. Unlike the daily paper, which is supposed to cover everything under the sun and not to know anything "for sure," the successful trade paper confines itself within the narrow limits of certain closely related industries, but within those limits is supposed to know precisely what it is talking about. The daily paper is like a charge of small shot scattering over all creation. The trade paper is, or should be, like the rifle ball which can strike but a small object, but, when it does hit, goes through from side to side. For that reason it has got to be edited by people experienced and successful in the trades addressed; and to get such people it has to compete with the large commercial or manufacturing houses who are always seeking the same class of talent. This one development has raised the cost of trade paper publishing in the last twenty-five years a great many fold. It is but a short time since, in conversation with the publisher of one of the most important of American trade journals, this gentleman told me that

the editorial expenses of his office, covering three papers, amounted to about \$1,000 a week. With such a brain equipment a high-class trade paper can command the attention and respect of its limited but homogeneous audience, and can and must talk to it, not timidly and with the sole desire to please, but with authority, bestowing counsel, caution and criticism with fearless candor. To show that one may practice as he preaches in this particular, I may mention the fact that during the last seven or eight years my own paper has been served in a considerable number of libel suits, claiming aggregate damages of nearly \$400,000, none of which arose out of any expression of spite or personal enmity, but all out of the unsparing criticism by the paper of questionable business methods. I may add that up to the present time the largest, and in fact the total, damages assessed against the paper in all the libel suits that have been pressed to trial has been six cents.

But the modern trade paper is not merely better edited. Its advertising canvass is on a distinctly higher plane. A considerable amount of its business comes to it unsolicited and the advertising is on the whole more telling and effective. The typographic appearance of the paper receives the most careful attention, and drawing and engraving, both for decorative and illustrative purposes, are freely used and of good quality. In every respect the high-class trade paper has responded to the growing demands upon it, and is continuing to push its way upward as rapidly as the recognition and appreciation of the trade itself will permit. In some cases, indeed, the paper is in advance of its trade, is the leader and critic of the latter and is relied upon to organize and forward such reforms and other movements as the best interests of the trade require. In such cases the authority and influence of the paper make it a power within its own constituency.

Thus far, then, we have noted the facts that the trade journal is a comparatively new commercial development; that it is still in its formative period and has not reached its full stature; that it has, however, amply demonstrated its right to exist under the laws of survival, by multiplying forty-fold in thirty years under the keenest competitive conditions, by

continuing improvement and by having already produced some highly evolved specimens.

We are now ready to consider, generally and specifically, the subject assigned me for this evening. Generally this subject is, "Trade journalism in relation to advertising." Well, this is easily disposed of. A trade journal and advertising are every sort of relation to each other—father and child, husband and wife, brother, sister, grandmother and cousin. I guess they may be said to be connected by every tie known to consanguinity or marriage. Advertising is the breath of life to the trade journal, the one absolute *sine qua non* of its existence. In these days of cheap paper, linotype machines, perfecting presses and cent-a-pound postage, I can conceive of a political, religious or story paper being able to live without advertising. My illustrious predecessor at this table, Mr. Munsey, even claims that an illustrated ten-cent magazine can be profitably published entirely independent of the advertiser; and possibly he does not deceive himself even in making so extreme a statement as that. Given a large enough circulation and almost anything is possible. Pretty nearly every publication that sells at all, sells for some margin above the cost of white paper and presswork; and if you can sell enough of it to reduce the per-copy cost of editing, typesetting, engraving, office expense, etc., below the amount of this margin, the trick is done, and you can dispense with the advertiser.

But an edition with which this result could be obtained would doubtless exceed a hundred thousand copies; and that fact lets the trade paper out at once. From the nature of the case the trade journal's circulation is limited, and is, relatively to that of the great daily or popular magazine, very small indeed, while its editorial expenses are disproportionately large. This makes a big gap to be filled from some other source; and as there is but one other important source of income possible, it follows that any trade paper which wishes to stay on earth at all, let alone one which would be in a position to improve itself and undertake work for the general good of its trade, must so conduct itself as to secure the largest amount of advertising.

There are two distinct policies pur-

sued by trade journals for attaining this, the great end of their being, and according to their choice between these two policies may trade journals be assigned to the first, or to the second, or still lower classes. These lower-class papers, which are naturally the weaker ones, seek their advertising through the avenues of complaisance. Their appeal is to the vanity of human nature. Theirs is the glad hand, the perennial smile and the facile puff. The staple of their columns is trade gossip, personal matter and write-ups, spiced with a little malice toward houses that won't give up—stuff that costs little or nothing to get up and is appropriately supplemented by modest advertising rates and not less than 25 per cent commission. Of independent editorial opinion they are practically guiltless; but if forced into a corner and obliged to say something on a moot question, they can be relied on to take the side of the advertiser, upon whom their eye is ever firmly fixed, and to whom, like the cherubim and seraphim, they continually do cry.

The first-class papers pursue a different course. Their advertising appeal, though not less forcible, rests upon another basis. They offer no flattery to the advertiser and rely not upon portrait nor puff for their business. Their face is always toward their subscriber, who is usually the ultimate distributor of goods. He it is to whom they appeal and whose champion they are. Him they attach to themselves with hooks of steel; and their influence with him it is which commands advertising and gives it its chief value. Oftentimes the advertiser is shortsighted enough to object to the working of this policy. Many a bit of valuable information such papers give to their subscribers despite the threatening growls of advertisers who object to having their customers too well educated. Many a time, when a strong trade paper, by its advocacy and leadership, has made effective the demand of its subscribers for some trade reform, has the advertiser shaken a frowning head at the presuming publisher and sought to intimidate him by a withdrawal of business. But such demonstrations amount to little, for no good business man will long persist in the unprofitable practice of cutting off his own nose to spite his face; and whether or not he understands the philosophy of it, the advertiser finds

out by experience that the paper which is hand and glove with its subscribers, which is a factor in their daily business life and which they feel to be their trustworthy friend and counselor, is the paper that pays him.

And just here it may not be inappropriate to consider for a moment some peculiarities of trade paper advertisers.

The important science of advertising has not been cultivated much by that large proportion of wholesalers who advertise in nothing but trade papers. Oftentimes they have no intelligent purpose or plan of advertising, but being pushed up to the point by external or internal pressure, proceed at once to what they consider the one important part of the transaction, namely, to buy as little space as they can get off for, at the lowest possible price. This being accomplished, it doesn't matter much what is put in the space, so long as staid dignity is maintained and nothing said which a sharp buyer would be interested to hear. It is only a few weeks since a large and respected customer of my own had a lot of stuff that was specially good value for the price, just the sort of thing to attract buyers and help sell regular merchandise. He also had some space to use and our solicitor naturally pounced on this lot as just the thing to make a big drawing ad. But the merchant was horrified at the idea. "What!" said he. "Put that in the paper and let everybody else know just what I've got?" This was rather an extreme case, but it is typical of many, even in this enlightened age. Men who pride themselves on keeping posted about their competitors' lines, flatter themselves that they can keep their own doings better hidden; and just as Taileyrand held the opinion that language is a means of concealing thought, so they seem to regard advertising as mainly useful for a similar purpose. This reluctance to abandon the old-fashioned reticence so out of keeping with the spirit of this age of publicity, is one of the great stumbling blocks in the path of progressive trade journals. It keeps them at the task of making bricks without straw; of trying to produce results with passive or "directory" advertising, which merely serves to inform the seeker after goods, instead of filling their pages with active, aggressive advertising, which arouses and tempts

buyers, and makes new customers out of casual readers.

The persistence of this tendency among wholesaling advertisers to hold back a part of their story, and usually the best part at that, is not easy to explain in the face of the object lesson continually furnished by the retailers who, to a man, pursue the opposite policy and achieve their colossal successes through taking the whole world into their confidence upon every detail of their business. Reticence in regard to anything whatever which a buyer wants or might possibly want to know has been utterly discarded by the retailer. Wherein does the wholesaler's problem differ in principle? Human nature is very much the same throughout the commercial scale, and the art of advertising, as I understand it, consists essentially in talking to a thousand or a hundred thousand buyers with as nearly as possible the same force and freedom that the advertiser would display in talking to a single buyer in his own office. I think this principle is gradually obtaining recognition, and, as it spreads, the wall of reserve, which still continues to hamper the earnest trade publisher, will more and more be broken down.

Turning now to what I conceive to be the specific intent of the theme assigned me, let us consider the part played by trade journal advertising in the sequence of publicity which accompanies merchandise in its passage from factory to consumer.

Being nearest the source, trade advertising comes first in order of enumeration; and for a large part of staples sold, as well as for much merchandise which is not permanently distinguished by brand or trade-mark, it is the principal or sole form of newspaper advertising employed. Articles which can not be identified by the ultimate purchaser it is, of course, unprofitable to advertise to the consumer.

But with trade-marked goods the case is different. The competition in such goods is already intense and grows with the multiplication of aspirants for popular favor. The rush for trade among a dozen cameras, or dress bindings, or breakfast foods, sends first the most enterprising maker to the consumer with his story of superiority. The others must needs follow or drop far behind. The dazzling successes among these general advertisers draw in others in successively

more remote lines. The infection grows general; the agency and the magazine solicitor, the modern "Pied Pipers of Hamelin," march through the land, piping their merry tune of "Advertise to the Consumer," and the bewitched manufacturers of every prosaic thing fall into the dancing procession. I have not yet been adjured in print to be buried only in "*Coозler's Comfort Coffin*," but now that the season is open I am liable to see that advertisement at any moment.

It must not be inferred from this attempt at jocoseness, however, that the trade journalist has any quarrel with the general practice of brand owners' advertising to the consumer. This practice is a natural and useful evolution and has come to stay. What I would call attention to is the present extreme swing of the pendulum in that direction, urging this plan upon manufacturers to whose business it is not well adapted, and so exalting this mode of publicity as to ignore, or even actively to antagonize, advertising to the trade. This doctrine of the advocates of exclusive advertising to consumers was thus stated by the publisher of the *Ladies' Home Journal*, in an advertisement which he placed in the *Dry Goods Economist* a few weeks ago:

The consumer is the person who needs educating; reach the consumer and you include the dealer; but you may advertise to the dealer until doomsday, and the consumer will know you not.

This is perhaps natural doctrine to be preached by publishers of general mediums, and by general advertising agents for whom there is little or no money in placing trade advertising; but it expresses a very superficial view of the situation. One can not talk merchant-fashion to the retailer in a consumer's advertisement. The dealer has to be told wholesale price, terms, trade discounts, method of handling, selling points of the goods and other things which can only be communicated through some medium reaching merchants only. And even in the absence of this controlling practical consideration, the fact would remain, that you can not reach the merchant so forcibly through any general medium as through his trade paper, if it be a strong one. Indeed the dynamic difference is overwhelming. The strength of the trade paper is its narrowness. It talks to one class of men on one subject. When these men are reading

it, their minds are concentrated on the business it represents. They are not thinking of religion or short stories or the household, but about the problems of their own business and the merchandise and methods which will fit into and improve it. They are seeking light on "What to buy and how to sell it," from the one publication which they take for the advertising it contains quite as much as for its news or its advice. No, gentlemen, the general paper is not the channel through which to reach the merchant in his capacity as a distributor of goods, but the first-class trade paper is, *par excellence*, the medium for this purpose. The only better one is a well equipped traveling man; but the superior celerity, penetration and economy of the trade paper leave it without a serious rival in the performance of this function.

"But," says Mr. Curtis, "you may advertise to the dealer until doomsday and the consumer will know you not." Let us see about that. For several years past it has been a recognized part of the advertising service rendered by my own paper—and I doubt not by others also—to such of its customers as were in position to avail themselves thereof, to prepare and furnish to retail merchants such advertisements as the latter would, in their own interest, incorporate in their own local advertising. I have in mind one case in which we procured for a customer quite \$5,000 worth of local newspaper advertising, which cost our customer, outside of what he paid us for the "know how," about \$250 for electrotypes and their distribution. Does this look as though "the consumer will know you not" if you work through the trade paper?

But it is not necessary to resort to an exceptional instance to make out a case for the trade journal. Let us keep to the trade with which I happen to be the most familiar and look at everyday conditions. The *Ladies' Home Journal*, which is, perhaps, the most extensively circulated consumer's medium in this country, reaching women mostly, is said to have an edition of above 800,000, and its publishers claim this to mean that 3,500,000 readers are more or less directly subjected to its influence. The *Dry Goods Economist's* edition fluctuates but little either side of 8,000, nearly all of which goes to dry goods retailers who buy for, and influence the dry goods

purchases of, an average of at least 1,500 women apiece. The advertiser in the *Economist* is therefore appealing indirectly, and more or less effectively according to his skill and the attractiveness of his offering, to an audience of 12,000,000 and over. The *Ladies' Home Journal's* lowest net rate is \$5 per agate line. The *Economist's* lowest net rate is about 12½ cents.

Now I do not argue from these figures that the *Ladies' Home Journal* gets more than it is worth. The contrary is proved by the best evidence, to wit, the large amount and high quality of the business it carries; but I do contend that first-class trade paper advertising is even better worth its price, and, in general, that advertising of merchandise, branded or unbranded, in the appropriate trade paper is in no wise to be ignored or belittled by reason of the admitted value of advertising to the consumer. I will go further and assert that if an advertiser is limited in money, he should confine himself to trade advertising until he has accumulated the means to add general advertising on an adequate scale. Did time permit I could support this proposition by the most convincing experience.

There is, however, no doubt that, for the introduction of the many articles suited to such treatment, the true advertising policy is that which includes both kinds of advertising, properly co-ordinated. A flouring mill is an efficient apparatus only when it has two millstones, properly placed. It would be hard to grind grain with one millstone, and it is not easier to get full results economically by advertising to the consumer only. There has been a heap of money lost in pushing to the public an article with which the trade had not been previously familiarized. It is a costly mistake to drive a customer into a store which has not already been made at least intelligent upon the subject in that customer's mind. It is the worst kind of a wet blanket on an introductory campaign to have the customer's first inquiry met with, "No, sir—or madam—we have never heard of that, but we have the best thing for the purpose," etc. A few repetitions of this experience and the advertiser's name is Dennis with that customer.

When a new article of general use is coming out, the retailer should first of all be taken into confidence. Tell

him all you can about the enterprise—the merits of the article, what it will cost him and what it is worth at retail; if there is anything special about the terms, what store helps, if any, are to be furnished to push sales along; if it is going to be advertised to the public, tell when and how, and perhaps show some of the advertisements that are going to be run. In short, post the retailer, show him his pecuniary interest in your plan; seek his cooperation directly and earnestly, and do this for long enough before the selling season begins, to get the article in wherever possible. Not every dealer will order from this work by a good deal; but when a demand begins to spring up, this preliminary and continued education of the retailer will bear most profitable fruit in the intelligence with which the demand is responded to, and the comparative celerity with which the goods will begin to move down the line. The upper and the nether millstone will work together and the grist will be the best which that particular grain can yield.

There remains one other phase of the relation of trade journalism to advertising which may be briefly touched. I refer to the relation of the trade journal to the business of the advertising agency. At present these two instrumentalities come into contact but seldom. The trade journal, being obliged to maintain its own soliciting machinery, does not as a rule seek the aid of the general agency; while the latter, understanding very little about the matter anyway, and finding its profit in large appropriations for lists of general mediums, ignores for the most part, where it does not decry, trade advertising.

Now, evolution is moving right along, in the theory and practice of advertising, as well as in every other direction. A good many of us present can remember when the general agent was primarily a broker in space, and secondarily an operator of machinery for distributing copy and checking papers and bills. He sometimes, it is true, even then offered suggestions or corrections in making up copy; but it was a distinct development, when, in response to a growing demand for such service, he began to recognize the preparation of copy as a part of his business.

With the increase of competition,

and with progress in the art of advertising, the demand for expert work in getting up copy grew more imperative, and lo! a luxuriant crop of "adsmiths," "aditors" and kindred professors responded to the call; the agents hustled around for better ideas and better work, to offer as added inducement in their canvass, and the largest advertisers began to engage high-class specialists to devote themselves solely to their work.

But development is not to stop here. More and more it is coming to be realized that getting the last one per cent off an estimate is not the great thing, but that the medium selected and what goes into the space are of vastly higher importance; that a pretty face or a catchy reference to some current event is very well in its way but not comparable as a factor in the desired result with thorough familiarity with the goods themselves, with the whole state of the art to which they belong, with times and seasons and market conditions, with the idiosyncrasies of distribution—in short, with all the antecedent facts and current peculiarities of the situation.

These are the things which must now and in future be studied out by or for every general advertiser, in order to economy and success, and they are often in the highest degree technical to a particular trade. Who is going to render this necessary and highly specialized service? In the case of the comparatively few great concerns who command the exclusive services of men like some whose names shed luster upon the roster of the Sphinx Club, men with the whole technique of advertising at their fingers' ends, and each of whom has, in addition, mastered his special problem in its every detail, this question answers itself.

But there are others, lots of them, who can not afford a Ward, a Rose, a Morrison or a Gillam, and who yet must have special and technical assistance in planning and managing their advertising campaigns. Where will they ultimately look for it?

Will the general advertising agency be able to keep itself at all times so thoroughly in touch with the changing inner conditions of all the different trades and industries in which general advertisers develop, that it can meet the constantly multiplying requirements with certainty and success? Or

will the well-equipped trade journal become more and more "of counsel" to the general advertisers in its own line, and will it grow naturally into carrying out the campaign which it plans?

I do not pretend, gentlemen, to know the answer to this question myself; and as it was always the business of Sphinxes to propound conundrums rather than to solve them, I will not ask you for a reply. My own experience in late years has suggested this speculation, and I pass it over to you without further comment.

A paper upon this subject is most naturally closed by a few words on the future of the trade journal. As I stated near the beginning of these remarks, if you can remember back so far, this form of newspaper is the product of a somewhat evolved commerce. I will now be a little more definite and state that it is at once the creature and promoter of a complex competitive system.

The trade paper proper lives upon unrestrained and unregulated business competition and will only die with the passing of that condition. The time is apparently a good way off, but the day in which co-operation replaces competition as the accepted watchword of the business world—that day will witness either the complete downfall of the trade journal or its metamorphosis into something quite unlike its present form.

To-day the chief menace to trade journalism is the increase of trusts and other business combinations which sometimes kill off a dozen advertisers at a blow. Apart from this condition it suffers from the working in its own "midst" of the very principle by which it exists, namely, unrestricted competition. But this difficulty is rarely fatal, and then only in cases which deserve their doom. Would there were more of 'em!

Otherwise than as above, the enemies of trade journalism are those of its own household. They are the fake papers, the wheedlers, the puff-mongers, the stabbers, the mendicants and parasites of low degree.

In the present state of mercantile discernment, these "mysterious dispensations of an all-wise but unscrupulous Providence" divert a good deal of money from useful channels and do what in them lies to bring trade journalism into disrepute.

With the growth of intelligence on

the subject, however, this evil will decrease; and in the meantime I thank Heaven that there is a sufficient remnant of the righteous in this calling to uphold its dignity and enlarge its usefulness to the business community.

A REPRESENTATIVE OF PRINTERS' INK asked a member of the New York Stock Exchange to mention the best financial paper printed in New York City and he said, without a moment's hesitation: "*The Commercial and Financial Chronicle.*" After the broker had expressed his opinion, he was asked what made him think so. His answer was: "Because it can't be bought." Then he supplemented or made it more full by saying: "It is the only one of the Wall Street journals whose columns can't be bought." He was next asked: "Who takes the *Commercial and Financial Chronicle*?" "Everybody," was his reply.

ARRANGED BY STATES.

*Advertisements under this head, 50 cents a line.
Must be handed in one week in advance.*

GEORGIA.

SOUTHERN FARMER, Athens, Ga. Leading southern agricultural publication. Thrifty people read it; 22,000 monthly. Covers South and Southwest. Advertising rates very low.

CANADA.

IT takes at least 16 daily papers in the fourteen largest cities in Canada to bring an article prominently before the larger number of Canadians. Cost for 35 lines, every other day for one year, about \$1,500. We know Canadian papers, their constituencies and lowest prices, and can be of use to any who intend using space in Canada. THE E. DESBARATS ADVERTISING AGENCY, Montreal.

Displayed Advertisements.

50 cents a line; \$100 a page; 25 per cent extra for specified position—i.e., granted.
Must be handed in one week in advance.

THE CENTRAL BAPTIST

PUBLISHED WEEKLY AT
316 North Eighth St., ST. LOUIS, MO.

BY ARMSTRONG & PAYNE,

THE ONLY BAPTIST PAPER
published in St. Louis.

LARGER CIRCULATION
than the combined output of all other Baptist weeklies published in Missouri. The only 16-page paper. The only \$2 paper.

MORE SPACE
used by cash advertisers than any other religious paper published west of the Mississippi river.

Mr. Printer:

Write for my special proposition
to increase your job business.
WOLSTAN DIXEY, 150 Nassau St., New York.

**Little Men & Women**

(Estab. 1880.)

Babyland - -

(Estab. 1877.)

COMBINED

Combined into one magazine of 32 p. at 50 cents a year. Combined circulation at advertising rate of one. Make contracts now, before the reduced price of subscription augments circulation to the point where we will feel like increasing the advertising rate.

LITTLE MEN & WOMEN CO.
Troy, N. Y.

The Great Lakes Territory

is covered fully by

**The
Detroit Suns**

Drop us a postal
for rates.

Detroit Suns, Detroit, Mich.

Toledo Daily News

circulation guaranteed to be larger
than any other Toledo daily.

For advertising rates and sample copies address
THE NEWS, Toledo, O.

THE

.Arizona Republican.

A MODERN NEWSPAPER.

HAS NO RIVAL IN THE GREAT SOUTHWEST.

It is printed every day in the year
at Phoenix, the liveliest town of its
class in the United States.

Information as to rates of

H. D. LA COSTE, 38 Park Row, New York.

Booklets

Written,
Designed and
Printed.

I write, design and print Booklets, Circulars and Advertisements of every description. No one has better facilities. No one can do it better. If you mean business write me on your own letter-head telling your needs. I will furnish you a cover design and dummy of a booklet, circular or advertisement I would advise, *free of cost*, with estimate for the writing, designing and printing complete. Only one order needed. No bothering with artists, engravers or printers.

I attend to the whole business.

WM. JOHNSTON,
Manager Printers' Ink Press,
10 Spruce St., New York.

A Quarter

is a small investment
to get an idea
of the value of an ad medium.
AMERICAN HOMES is different from
all others. It possesses "quality"
in high degree. The quantity is
not so large, but is good.

Space rate is low.
Send 25c. for 3 mos. and let the
home folks into the secret of
your inquiry. Ask their opinion;
we'll abide the decision.

AM. HOMES PUB.CO., KNOXVILLE, TENN.

Farm News

is one of a few big
monthly agricultural
papers. It is a high-
grade medium. It is
well edited, nicely
printed. The farm-
ers like it. It reaches

80,000

or more good farmers' homes and it is welcomed and read. It therefore pays advertisers. You will miss a desirable class of buyers if you don't use it.

Rates, 50 cents an agate line.

THE GARVER PUB. CO.

Springfield, Ohio.

S. E. LEITH, Eastern Representative
150 Nassau St., N. Y. City.

THE
WESTERN PLOWMAN REACHES THE FARMER.
GUARANTEED CIRCULATION
OVER **33000**
FALL ADVERTISING PAYS
WESTERN PLOWMAN CHICAGO.

The Bicycle Trade and Rider,

WEST OF THE RIVER,

IS ONLY REACHED THROUGH

THE CYCLING WEST

Let us help you get agents where you have none, and help the agents you have, by advertising your goods before the riders in their vicinity.

WE HELP BOTH.

NO OTHER CYCLE PAPER REACHES OUR FIELD.

WE ARE ALONE.

Write us for special inducements.

The Cycling West Publishing Co.

BOX 133.

DENVER, COLO.

**The Daily
Republican**

Phoenixville, Penn.

The only daily newspaper in a town of ten thousand and in a community (within a radius of ten miles) of fifty thousand. U. S. Department of Agriculture reports say that this community is the richest in the United States.

For guaranteed circulation rating and description, see American Newspaper Directory.

**The Daily
Republican**

Phoenixville, Penn.

**Agricultural
Advertisers**

can reach 25,000 Maine farmers
every week through

The Weekly Commercial

FARMER AND VILLAGER

The best farmers' paper in the State.
Has a paid circulation exceeding 25,000
copies weekly, guaranteed by the Adver-
tisers' Guarantee Company of Chicago.

PERRY LUKENS, JR.,

New York Representative,
29 Tribune Building.

J. P. BASS & CO.,

PUBLISHERS,
BANGOR, ME.

An object lesson for advertisers

	1892	1893	1894	1895	1896	1897	1898
JANUARY.....	11 02	166 56	308 15	1,055 03	1,702 56	2,946 98	14,603 77
FEBRUARY.....	19 80	210 10	281 70	1,463 20	1,157 13	3,709 37	13,645 04
MARCH.....	57 98	251 80	331 60	677 58	1,541 08	4,638 77	19,954 07
APRIL.....	25 06	124 37	350 50	998 50	1,207 99	5,705 97	19,892 48
MAY.....	61 57	144 85	196 95	995 34	1,197 19	3,618 59	17,118 79
JUNE.....	58 23	305 03	210 00	595 35	1,135 79	3,169 55	35,610 21
JULY.....	69 93	252 55	87 12	801 91	1,520 48	4,938 07	12,184 93
AUGUST.....	97 78	151 55	525 18	1,302 74	1,439 45	4,494 65	14,640 91
SEPTEMBER...	113 78	99 50	913 77	1,092 97	1,593 91	6,749 43	20,597 52
OCTOBER.....	86 90	187 70	1,391 83	1,876 82	1,559 30	6,744 29	18,332 25
NOVEMBER....	172 48	132 32	825 32	1,589 73	2,394 70	6,973 38	27,919 24
DECEMBER....	201 95	100 50	1,110 31	485 09	1,792 15	5,419 11	23,317 95
	976 48	2,126 83	6,532 43	12,937 26	18,241 73	59,108 16	237,883 76

The above table shows the progressive sales of Ripans Tabules month by month for seven years and furnishes the best possible illustration of the fact that the good effects of advertising are cumulative. It shows that although the advertiser of a proprietary article may not always achieve immediate success, he will surely win if his goods are worthy of confidence and his advertising is done with judgment and is persistent and sustained.

An electrotype of the above table will be sent postpaid to any address on receipt of fifty cents in stamps by The Ripans Chemical Company, No. 10 Spruce Street, New York. Every canvasser for advertisements should go armed with a copy of this table for exhibition to weak kneed and discouraged advertisers.

IT'S THE CIRCULATION THAT COUNTS!

That accounts for the success and value of

The Troy Northern Budget

ESTABLISHED
IN 1797

As an advertising medium and up-to-date newspaper and family journal.

"A Budget Ad Pays"

C. L. MacArthur & Son, Publishers, 16 Third St., Troy, New York.

TO YOU.

Advertisers ought to know that five hundred thousand copies of THE AMERICAN WOMAN in five hundred thousand separate wrappers go to five hundred thousand individual women every month. It goes to women only and has the advantage of being read specially by them.

They are women of the great middle class, living outside of large cities; who do most of their own housework and their own buying.

THE AMERICAN WOMAN is profitable to such high-class advertisers as *Sapolio, R. & G. Corsets, Youth's Companion, Dr. R. V. Pierce, Hood's Sarsaparilla, J. C. Ayer & Co., The New York Ledger* and *The Christian Herald*; besides the great mail-order houses like Sears, Roebuck & Co.; and if you have anything to sell that women want, it would certainly be profitable to you.

The American Woman.

**500,000 copies monthly. In
500,000 separate wrappers. To
500,000 women.**

These figures are absolutely proven in any way an advertiser asks. Rate \$2 per line. March forms close Wednesday, January 25th.

THE VICKERY & HILL PUBLISHING CO.,

520 Temple Court, - - - - - New York City.

JOSEPH W. KENNEDY, Manager of Advertising.

R·I·P·A·N·S

IN

Morristown, N. J.

A prominent citizen reported that the use of Ripans Tabules in that fashionable suburb has become something absolutely unprecedented. "Why, everybody uses them!" said he. "Even Mrs. —— I mention her not because she is exceptional, save for her riches, being a daughter of the —— family."

Believing the statement worthy of verification, a reporter was sent over to interview the druggists in Morristown. What he learned is recorded below:—

"We sell a gross of Ripans Tabules every week," said the dispensing clerk at Andrew's Pharmacy. "We order a gross every Monday, and sometimes we get so near out that we have to give our order on Saturday. The 5 cent carton is the seller, and there is no cutting in price. There is no money in the dollar bottle, for we have to sell it for 85 cents. We sell some of the 50-cent boxes. The proprietor is not in this afternoon, and won't be until toward evening. Would like to have you see him, I think he will soon buy in five gross lots."

"We sell quite a good many Ripans Tabules. We buy two or three dozen at a time," said the manager of the Brown & O'Connell Drug Company, "and usually have to put in a stock of them twice a week."

"We sell a pile of the 5 cent Ripans Tabules and just keep a good stock of them all the time. There is very little call for the other sized boxes. Even the best trade want the 5 cent package." This was the report of Mr. E. A. Carroll, the druggist,

Mr. Henry M. Smith, the next druggist visited, said: "Ripans are selling very well with us. Some of my customers buy the 50-cent boxes in preference to the 5-cent kind. They think they are better. I have no doubt what they are if they are kept long, for the glass vial holds the peppermint better."

"Ripans are selling well with us," said the proprietor of the J. E. Sillies drug store, who also wished to be told what the picture on the advertising poster is supposed to represent. He thought it probably intended to

show "one of those talking machines hollering 'Ripans!'" The real object in the mind of the artist had been to discover the letters R·I·P·A·N·S imprinted on the sky by the application of a powerful searchlight. "No trouble to sell Ripans. We sold eighteen packages of the 5 cent kind yesterday," said the clerk at the Roy & Burns drug store. "I tell you, a gross don't last very long."

The experience that capped the climax however, the reporter met with at the pharmacy of Brown Brothers. "Look here," said Mr. Brown, opening a drawer, "we put in our usual week's supply Thursday and here it is but Monday and have only one and one half dozen left. We have a good trade on them every day. One of my customers said he had a very distressed feeling after eating, and I advised him to use Ripans. He tried a 5 cent package, and, not being satisfied with the result, purchased a small vial from one of the 50 cent boxes, getting six Tabules in glass for 10 cents instead of ten in a pasteboard carton for 5 cents. When he had used those he said: 'I don't feel right yet. I don't believe Ripans Tabules are any good.' Knowing the formula of Ripans, I was sure they would cure if he would only continue their use, but he did not believe in patent medicines, so I told him to call in next morning and I would have something for him. I emptied two of the 5-cent packages of Ripans into a bottle and sold them to him for 25 cents, and called them digestive tablets, and wrote on the bottle the name of the ingredients of which the tabule was composed. He used them, and reported they were just the proper medicine and had cured him. I will say I am not in the habit of doing this, and hope I did not do any harm by using Ripans Tabules and selling them for digestive tablets. I have not told the young man that I used Ripans Tabules to cure him, but he said to me, 'They tasted just like Ripans.'"

This experience in Morristown goes far to sustain the opinion at one time expressed by a learned physician that whoever would put up the celebrated prescription after which R·I·P·A·N·S are compounded and make the preparation so cheap as to bring it into common daily use among the poor would be a philanthropist indeed and a benefactor to his race.

WANTED:—A case of bad health that R·I·P·A·N·S will not benefit. They banish pain and prolong life. One gives relief. Note the word R·I·P·A·N·S on the package and accept no substitute. R·I·P·A·N·S, 10 for 5 cents or twelve packages for 48 cents, may be had at any drug store. Ten samples and one thousand testimonials will be mailed to any address for 5 cents forwarded to the Ripans Chemical Co., No. 10 Spruce st., New York.

What a few Prominent, Practical and Self-made Farmers Think of the

Agricultural Epitomist

From the Hon. James A. Mount, Governor of the State of Indiana, and Practical Farmer with a 500-acre Farm.

Relying to your communication of the 31st ult., I beg to say, in so far as I have had time to read the EPITOMIST, I am frank to say I have found it to contain many practical suggestions. Its general treatment of grain-growing, live-stock husbandry and horticulture has been up to date.

(Signed) J. A. MOUNT.

From Mr. D. L. Quirk, Owner of Five of the Best Farms in the State of Michigan, President First Nat'l Bank, Ypsilanti, Mich.

I have been taking your paper, the AGRICULTURAL EPITOMIST, for some time, and I think very well of it, indeed. Think it is an excellent paper, and that is also the opinion of all my men on the farms. They all feel it is a good paper to have to read and refer to.

(Signed) D. L. QUIRK.

From Mr. G. C. Pearson, Prop'r Spring Glen Farm, Danville, Ill.

Occasionally value received is found when and where least expected. So it was with the EPITOMIST. It came to my address and, with a number of dailies and weeklies, was piled upon the table, biding the time for the waste box. The unpretending appearance of the little paper, with the location of publication, was against devoting any time to its perusal. We know this is the day of journalistic noontide; accidentally my eye caught an article on Cow Peas, which was read; then page after page was scanned, when more good, common sense articles were found than in a dozen pretentious papers, whose columns are devoted to theorizers or to the advancement of interests of schemers who pull the wires which move the "puppet hayseeds," as the farmers are regarded and termed. With reading, as with food, it is not the quantity we consume but what we digest which benefits and sustains us. Inclosed find a year's subscription. We will expect continued interest in contributions from practical men and women.

(Signed) G. C. PEARSON.

Circulation, 165,000 copies monthly.

Advertising, 75c. per agate line. Forms close 10th of month preceding date of issue.

None but Clean Advertisements from Reliable Advertisers Accepted.

EPITOMIST PUBLISHING CO., Indianapolis, Ind.

"Two heads are better than one"

Before you decide to give out your next order for lithographing or printing ask yourself this question:

"Which shall I do, go to an old-established house with old-style ideas and get the kind of advertising matter that every one else has had before me

OR

go to a young, progressive, hustling concern, like The Gibbs & Williams Company, and have them furnish breezy, original ideas, full of life and vigor and up-to-date in every particular?"

* * *

The world is jogging along at a pretty rapid gait and he who advertises must step lively to keep up.

We'll teach you a quick marching step which will keep you swinging along at the head of the line.

If you are willing to pay the right price for that kind of service we want to hear from you. If modern facilities, a model plant and painstaking methods will secure your business and hold it, then this is the concern you will deal with in the future.



The Gibbs & Williams Co.

Lithographers and Printers,

68 New Chambers St., N. Y.

(Running through to Roosevelt.)



Telephone 4124 Cortlandt.

(Have your clerk put it on your Index.)

DENVER

COLORADO.

DENVER is truly termed the Metropolis of the Far West. It is one of the most enterprising and beautiful cities on the American Continent. It has a population of 160,000 and a fine system of cable and electric street railways. The advertising in all of Denver's street cars is controlled exclusively by GEO. KISSAM & CO., which is a guarantee of reliable service, and here as elsewhere America's leading advertisers are always represented in the cars, as well as the live local seekers after modern publicity.

GEO. KISSAM & CO.

1515 Larimer St., Denver.
253 Broadway, New York.

We are the pioneers of
real
**Elevated
Railroad
advertising**

and placed the large racks in the
Brooklyn "L"

Because our years of practical experience in advertising had demonstrated that any card less than 16 x 24 inches in a car about forty feet long would not give an adequate display. We have been imitated and followed—but somehow they don't "get there." :: :: The Brooklyn "L" beats 'em all and always will—lowest rates, too.

Geo. Kissam & Co.
253 Broadway, - - - New York.

A Practical Printer

Office of JAMES N. PEERS,
COLLINSVILLE, Ill.,
January 4, 1899.

Printers Ink Jonson, New York, N. Y.

DEAR SIR—Your "little" postal card received. If I remember right I got a small order of ink from you about a year ago. I never saw such ink to skin and dry. With this exception the ink was as fine as I ever used. I see by your postal that you now put it up in tubes so that this trouble is obviated. I inclose twelve colors I would like duplicated in quarter-pound tubes. In addition I want a quarter-pound tube of white for mixing tints, two quarter-pound tubes of black half-tone ink. I inclose New York draft for \$5; what is over after paying for these you can fill out with job ink to be used on such work as letter-heads, etc. I want all of this sent in nothing larger than quarter-pound tubes. I wish you would return inclosed sample attached to each tube or otherwise labeled that I may know how to make intelligent orders hereafter. If I had had a specimen book of yours I undoubtedly would have sent you orders before this. If you have any sample books send me one of them or do the next best thing, send me your price list. Ship by Adams Express only. Respectfully yours,

JAS. N. PEERS.

It is very evident that Mr. Peers understands his business, as the samples, cut from a competitor's book, were as carefully selected as any I ever received. With these inks on his shelf he can secure any shade ever mixed by an artist, and his most fastidious customer will be accommodated without delay. The list was as follows :

$\frac{1}{4}$ -lb. tube	Cerulean Blue	$\frac{1}{4}$ -lb. tube	Milori Green
$\frac{1}{4}$ " "	Lake Blue	$\frac{1}{4}$ " "	Rose Lake
$\frac{1}{4}$ " "	Golden Blue	$\frac{1}{4}$ " "	Scarlet Lake
$\frac{1}{4}$ " "	Orange Yellow	$\frac{1}{4}$ " "	Magenta
$\frac{1}{4}$ " "	Medium Yellow	$\frac{1}{4}$ " "	White
$\frac{1}{4}$ " "	Royal Brown	$2\frac{1}{4}$ " "	Half-Tone Cut
$\frac{1}{4}$ " "	Light Green	1 " can	Job Black.
$\frac{1}{4}$ " "	Medium Lake Green		

If he had sent this order to any other house he would be charged at least \$10, but he would be given thirty days to pay the bill. He paid me \$5, in advance, and I shipped the inks at once. He was pleased and I was pleased, and no doubt his customers will be pleased to know they can have any shade they desire.

Inks in tubes obviate all losses caused by skinning and drying up, and if properly handled, the last speck will be as fresh as the first. Choose your specimens from any book you have, and I will match them for 30 cents a $\frac{1}{4}$ -lb. tube, with the exception of Carmines, Bronze Reds and Fine Purples, for which I charge 55 cents a tube. If you order a single tube, send 15 cents additional and I will prepay the charges to any part of the country. Send for my price list. Address

PRINTERS INK JONSON,
8 Spruce St., New York.

READY-MADE ADVERTISEMENTS.

Edited by Wolstan Dixey.

Readers of PRINTERS' INK are invited to send model advertisements, ideas for window cards or circulars, and any other suggestions for bettering this department.

A little booklet is sent me by Mme. Parkee, "Boston's Famous Beauty Specialist," with the request for criticism. It is bright red and yellow and contains the usual conventional "jolly" provided by beauty specialists, only there is a good deal of it. Here and there some portions of the matter naturally strike me as pretty good, because I believe I wrote them myself for another prominent advertiser. However, it is said that even Shakespeare claimed that he only took his own wherever he found it.

* *

ADVERTISING ONE PARTICULAR THING.

It is almost always good policy in an advertisement to put forward some particular item and make it as attractive as possible. If it is naturally a popular article and low-priced, so much better; but anyway almost any good item is worth making a leader of in an advertisement. It centers and concentrates the attention on one thing and does not prevent your talking about other things afterwards. Here are a number of items which seem to be well used in this way:

POP CORN.

TELEPHONE 754.

YOUNG & HALSTEAD,
Foot of Grand St., Troy, N. Y.

Mackintoshes...

A FULL CAPE, VELVET
COLLAR, MISSES' GAR-
MENT FOR

...\$1.75

First Quality Lenses

accurately fitted to suit your eyes in steel, nickel, gold-filled and gold frames at reasonable prices.

Do You Own a Chafing Dish?

You'll come to it one of these days, and when you do you'll wonder how you ever got along without one. Our line has no equal in this city. We have a greater variety and consequently it's easy to suit your taste and your purse.

A Good Leader.

BUTTER

The average Butter is like a lottery, one seldom draws a prize. But why trust to luck? Buy "—." Always sweet and rich as pure cream itself.

A Special Item.

ONLY \$6.75

For a Large Turkish Lounge made up spring edge, covered in best quality corded velour.

Also special low prices on iron beds and bedding to reduce stock.

For a Druggist's Special Tonic.

The Woman of Work

who notes a decrease in her nerve force, will find new strength and vitality in — — —. This is a faithful preparation. Through all the years of its making there has been no clipping off of quality. It is the same reliable remedy as of old. If you have that run-down feeling, or note a relaxation of appetite, there is positive help in — — —

70 CENTS PER BOTTLE.

Low Price Prunes,

But high quality. You may be interested in the special sale of this delicious breakfast fruit, usually sold at 25c. Special price for one week,

xx CTS. LB.

Evening Dress.

REFRAIN

from patronizing your Sixty to One Hundred Dollar Tailor on these Suits. We have them ready to put on with the style of each garment, Coat, Vest and Trouzers on par with those worn by swell metropolitan dressers.

HAVE A GOOD KIND AND TELL ABOUT IT

There is a great advantage in having some one particularly fine quality of special goods and telling all about that quality, how good it is and exactly what makes it good. Of course every store can not have the same quality of everything, but almost any store can have a first-class quality of something and every advertiser ought to know his own goods well enough to describe their quality attractively. Here are some special qualities:

Nebraska Corn-Fed Pork.

That is the only kind we handle. There is none better. We make all our sausage, lard and cure our own hams and shoulders from hogs shipped directly by us from Nebraska. Oysters, Fish, Poultry, Celery, Vegetables. The most complete market in Spokane.

The Best In Bread

is "Jersey Milk Bread." Because it is purest. Made scientifically from pure ingredients and baked in the best and most improved ovens. It keeps moist and sweet longer than any bread in _____. Have our team stop regularly at your door. A postal or telephone from a new customer will insure the team stopping.

MARKET ADVERTISING.

Market men and butchers are understanding more and more what a good thing it is to make a market's advertising inviting. There is certainly an advantage in making people understand how nice and neat and attractive a market can be made by a

market man who has the right ambition in his business.

NATIVE TURKEYS.

Native Turkeys, **16** and **20e.**
Home Dressed, Native Ducks,
18 and **20e.**
Nice Fancy Roasting Chickens
18 and **20e.**
Fowls, **12½** to **15e.**
Blue Point Half Shells
a Specialty.

At the Gate of '99.

During the year to come we will miss no opportunity to secure for our customers the finest MEATS grown in the United States. And whatever is offered will be found in the pink of condition, new enough to be absolutely fresh but killed long enough to be tender.

If you wish to save money on your meat bills send your orders here.

THE VARIOUS USES OF AN ARTICLE.

An advertiser should study the goods he has to sell, and find out the various purposes for which they are useful. There are sure to be quite a number of people who use a thing which has various uses for some purpose that others will perhaps not think of at all. No doubt there are a great many people who do not use an open grate, but would do so in a minute if they realized its ventilating value.

Perfect Ventilation.

If you want a perfectly ventilated house there is nothing better than an open fireplace. We have had twenty-eight years' experience in this line, and can guarantee perfect satisfaction.

We keep in stock the largest variety of Mantels and Grates in the city.

FIGURES AS A HEADING.

There seems to be a certain amount of attraction in figures at the top of an advertisement. Many a person will

read an advertisement simply because the heading is "\$1" or "\$10" or "\$4.50." It seems to suggest that there must be a bargain behind any figures put forward so boldly, and the average bargain hunter, and a good many other people too, will read the ad simply to find out how much they are going to get for that money.

*A Price Mark.***\$1.**

Flasks Full Measure.

Spanish Sherry
a full quart.Usher's Glenlivet,
\$1.75 a full quart.DURKIN
MILL AND SPRAGUE

Rent Paying IS A Disease of the Eyes

The man who chooses to pay rent merely to occupy, when the same sum paid monthly would in a few years place in his possession an unincumbered home, is certainly very short-sighted.

We have building lots on Oakwood Avenue that will cause the rent-paying blind to see.

\$150 \$160 \$175

is the price. The terms will make you smile with satisfaction.

JOHNSTONE & CO.

Getting the Advantage of General Advertising.

SOROSIS

I have just received an entirely new shipment of these popular shoes.

Here are a few more or less glittering generalities which may be found useful in their place, but it is a good rule to avoid generalities as much as

possible and when used to boil them down to the briefest compass:

*Honesty.***We Advertise Facts—****And Facts Only—**

There is hardly a day but some store "claims" to offer "phenomenal" bargains, values that look (in the papers) beyond all reason or precedent; but go there and all you will get for your trouble is disappointment. We don't believe it pays to fool people. Our business has been built upon the platform of honest goods, honest prices and honest advertising, and we'll stick to it forever.

A Sale of Splendid Losses.

Splendid for you—splendid for us—We're selling to take some heavy losses now in order to hurry these garments out before stock taking and this morning we start to give you values in handsome — such as you or we never dreamed of.

*An After-Holiday Talk.***Well, It's Over**

The rush, the crush, the crowded aisles, the din, turmoil and excitement of holiday shopping. The volume of our business during this season has been the largest ever known in all our long and successful business career.

Now follow tremendous reductions in :

Good for Any Business.

You are always sure of getting the newest here. Many of the best styles we had last week have been sold and can not be duplicated. Yet we have a good many newer things that we didn't have then—have just got them. So it goes. That's what makes this store the best kind of a store that it is. If you get a sample and it's gone you'll find something better to take its place. New things get here almost every day.

CONFETIONS.

You can get pure candies of exceptional qualities at from 10c. a pound upward. We make a specialty of church and festival orders.

DEPARTMENT OF CRITICISM.

By Charles Austin Bates.

Readers of PRINTERS' INK may send to this department advertisements, booklets, catalogues or plans for advertising. As many as possible will receive full, honest, earnest criticism. There is no charge for it. PRINTERS' INK "pays the freight."

LONDON, E. C., Dec. 24, 1898.

Chas. Austin Bates, Esq., care of PRINTERS' INK, 10 Spruce Street, New York:

I have for a long time read your criticisms with a large amount of pleasure. I would like to send you two or three of my "chats" that are distributed weekly to hundreds of English advertisers.

One of these days, when I am in your city, I will have the pleasure I hope of talking to you *vis-a-vis*, now I can only avail myself of the privilege of talking to you by means of the typewriter.

You will not have this letter until somewhat past Christmas, still as it is written the day before Christmas, I would like to cordially in imagination shake you by the hand and wish you a good time in the next two weeks, and a prosperous season during the forthcoming year. I look forward with great pleasure to reading your article in PRINTERS' INK every week. I think you are the smartest advertising man I have ever known.

In England there are few, if any, experts, but there is all the need in the world for them to exist.

For many more years than I like to count up I have studied the sciences we both profess, and I regret to find that after all it is elusive; that is, there is as much to learn or more than I already know.

Although you do not know me, perhaps the introduction of the *Star* and the *Morning Leader*, whose advertising I have had charge of practically from the start of one paper and from the commencement of the other, may serve as an introduction. One paper has a circulation of 250,000 and upwards daily, and the other of 225,000. They are both on the up grade, and from a monetary point are successful beyond the dreams of avarice.

Perhaps you will kindly look at the inclosed circular letters, and if you think it worth while tell me frankly whether I am off the track, or if, in your opinion, I am going right for the bull's-eye. Of course there is not much difference between Americans and Englishmen. Sometimes I am taken for one, occasionally for the other.

With the kindest regards and the best wishes of friendship. Yours faithfully,

W. HOMEYARD,

Advertisement Manager.

P. S.—For years I was on the *New York Herald*, English edition.

Right here is where Mr. Homeyard and I have a little back scratching match.

He says he thinks I am the smartest advertising man he has ever known, and I think he is almost smart enough to manage an American newspaper.

He sends out a series of "W. Homeyard's Chats to Advertisers." They are printed on good paper, and contain perhaps two hundred and fifty words each. The typography is about as poor as it usually is in England, but

that is Mr. Homeyard's misfortune and not his fault.

His talks are full of good, hard sense, as you will see from the one I reproduce.

VULETIDE, 1898.

With W. Homeyard's Heartiest Greetings for the Festive Season.

To

Only this week I was asked by a friend why his advertising was not more remunerative.

He spent hundreds in various papers and barely got the money back. Nor was the answer difficult to find; it was the old story; as old as the hills. He strained at a gnat and swallowed a camel.

Was he alone? I am more than certain there are hundreds of others in the same boat; in fact the majority of advertisers strain at a gnat and swallow a camel; they like to emulate the mule and kick, but they kick at the wrong time.

Let the newspaper ask whatever it will, and be it never so honest, yet certain advertisers are sure to kick. They kick until they get perhaps sixpence an inch knocked off the price asked by the weak papers, that is from those claiming vast sales, nearly the whole of which is non-existent.

These are they that strain at a gnat and swallow a camel.

But how indigestible the camel will turn out to be no one but the advertiser concerned can ever tell.

When a newspaper does not know the value of its advertising columns, but is willing to sell space the same way the cheap Jack does in the market-place by means of the Dutch auction, leave it alone.

Whenever a paper has no solid fixed rate, keep out of it. This is the time to kick.

Such journals are whitened sepulchres, they are the rocks on which the advertising ship strikes, and in the majority of instances every penny spent not only brings no adequate result, but frequently spells a total loss. Stick to a few papers of large certified sales, and further, see above all things that the certified figures are supplied direct by the manager or proprietors in writing. If you make an exception, take care that the circulation of the newspaper is beyond all question, but never be persuaded outside your own personal knowledge. If you act up to this principle without deviation, your advertising will be a lot more profitable during 1899 than it has ever been during 1898; that is, of course, unless you have "froze" on to this plan in the past.

W. HOMEYARD

Advertisement Manager, *Star* and *Morning Leader*.

STONECUTTER STREET, E. C.

NOTE—No need to again repeat facts about the *Star* and *Morning Leader*. You know—everybody knows the *Star's* certified sale, clear of all returns or unsold copies, exceeds 200,000, whilst the *Morning Leader's* circulation is at least 50,000 greater than any penny morning paper in the Kingdom—being about 225,000 daily.

I have before me a very handsome calendar with gold letters and a silk tassel on it.

It was handed to me on January 1st, as I came out of the dining-room of the Lakewood Hotel, at Lakewood, New Jersey.

On the back is printed a bill of the fare that was presumably served at the Lakewood Hotel on New Year's day.

The idea of the distribution of the calendar and bill of fare was undoubtedly that of advertising the hotel.

The idea isn't so bad, and if the hotel were just as good as the idea both would be much better than they are.

As it is, I believe that every one who thought enough of this New Year's souvenir to save it will be irritated every time he looks at it.

The bill of fare is beautifully printed in gold. It is full of all sorts of appetizing things. There are beef tenderloin, sweetbreads, terrapin, foie gras with aspic, and between and around these are scattered a lot of incidental good things—and we didn't get any one of them—not one.

The frozen milk punch was "just out."

The grouse was gone, and the plum pudding had evaporated before we got to it.

This was true, not only on New Year's day, but on other days of our visit. The things advertised on the bill of fare were not forthcoming when they were ordered. It was like bargain day at a fake store where all the bargains are "just out." And there were other troubles. Just about the time the buckwheat cakes were properly and copiously anointed with butter, the waiter came and "swiped" the syrup pitcher, and if one objected it was taken away by main strength.

This sounds like a joke, but it isn't. It is a cold, hard fact.

And when it happened your meek and lowly critic went straightway to a little man named Silleck, who ostensibly manages the hotel, and suggested in a mild and circumspect manner that perhaps he didn't know the way his dining-room was being run.

He came leisurely to the front with a letter in his hand, which he read diligently while your critic's kick was registered. He seemed quite indifferent but finally managed to say that he would see about it.

That is the last we ever heard from him.

When we settled our bills there was an overcharge of twelve dollars and a half to kick off, and the supercilious clerk and cashier having been proved in the wrong, got even by holding us up until we missed our train.

Now, the point of all this is: Do you think this beautiful star-spangled calendar will ever induce your much-abused critic to go back to the Lakewood Hotel? Do you think that he won't paste the name Silleck up in a prominent place and dodge any hotel that bears that trade-mark?

Mr. Silleck can advertise until he is black in the face, but he won't catch your uncle any more. When we go to Lakewood we'll go to another hotel or we won't go.

The money paid for this calendar advertising is wasted. And this is just one more proof of my well grounded and oft repeated belief that no calendar advertising ever pays.

The man who uses calendars uses also bad judgment. And if he uses bad judgment in his advertising it is very likely that it extends to other branches of his business.

The hotel business is, I believe, the worst advertised business on earth.

In one respect hotels are frequently badly managed. They are run so that a guest gets the impression that he is in a den of thieves.

He is overcharged at the desk. The waiters and porters and bellboys hold him up for tips on all possible occasions. He usually pays a great big price, and he usually doesn't get what he pays for.

If his treatment becomes so outrageous that he must complain to the clerks or the manager, he is generally met with impudent indifference, is looked upon with scorn, and is turned down with a bang.

And then, if he has the faintest spark of self-respect he goes around and about the world de-advertising that hotel. He advertises it backwards. He advises his friends to go any place rather than to that particular hotel. He does the best he can to make the advertising of the hotel ineffective. He rides around the country in smoking cars and tells everybody he meets to stay away from such and such a place.

And yet these same hotel proprietors daily print their ads in the Hotel Red Book and wonder why business isn't better.

AN **IMPORTANT** **CHANGE**

THE CHICAGO WORLD was discontinued with the issue of October 29. This reduces the circulation of BOYCE'S BIG WEEKLIES from 600,000 copies weekly to 500,000 copies weekly. The advertising rate was therefore reduced. The new rate for BOYCE'S BIG WEEKLIES is \$1.10 per agate line per issue, flat rate as heretofore.

There can be no duplication between the SATURDAY BLADE and CHICAGO WORLD hereafter. They were the same kind of papers. The CHICAGO WORLD was published by B. D. Adsit & Co., and run ostensibly as a rival paper. The SATURDAY BLADE far outstripped the CHICAGO WORLD in the race for favor and with the usual result of keen competition the stronger survived, the weaker suffered, and we discontinued the WORLD, for the SATURDAY BLADE is so firmly established that it is not fearful of competition.

We have always studied to benefit the advertiser ; our fair rules and equitable plans, together with our proved circulation, always met with favor, for it let advertisers have a show to get Results. A circulation of 500,000 copies weekly and a flat rate of \$1.10 per agate line rivals daily newspaper advertising in price and beats dailies for results. A weekly lives seven days, a daily twenty-four hours.

Boyce's Big Weeklies

**500,000 COPIES
WEEKLY,**

\$1.10 per Agate line per issue.

Boyce's Monthly

**600,000 COPIES
MONTHLY,**

\$2.00 per Agate line per issue.

**USE THEM
AND GET
RESULTS.**

**W. D. BOYCE COMPANY,
Boyce Building, Chicago.**

The —————— new York **Journal**

W. R. HEARST.

A good many old fogy notions in regard to newspapers have been upset by THE NEW YORK JOURNAL.

The latest old-time tradition brushed aside was that relating to books—a foolish idea that the only way to sell books was to advertise them in papers having very few readers.

One bookseller in New York got out of the old rut a few weeks ago, and put his announcements in the JOURNAL. He was surprised to discover that the JOURNAL sold more books for him than all the self-styled "book papers" combined.

There was nothing remarkable about it, after all, for the JOURNAL, by common consent, is conceded to be unequaled as an advertising medium for merchandise of every description.